October

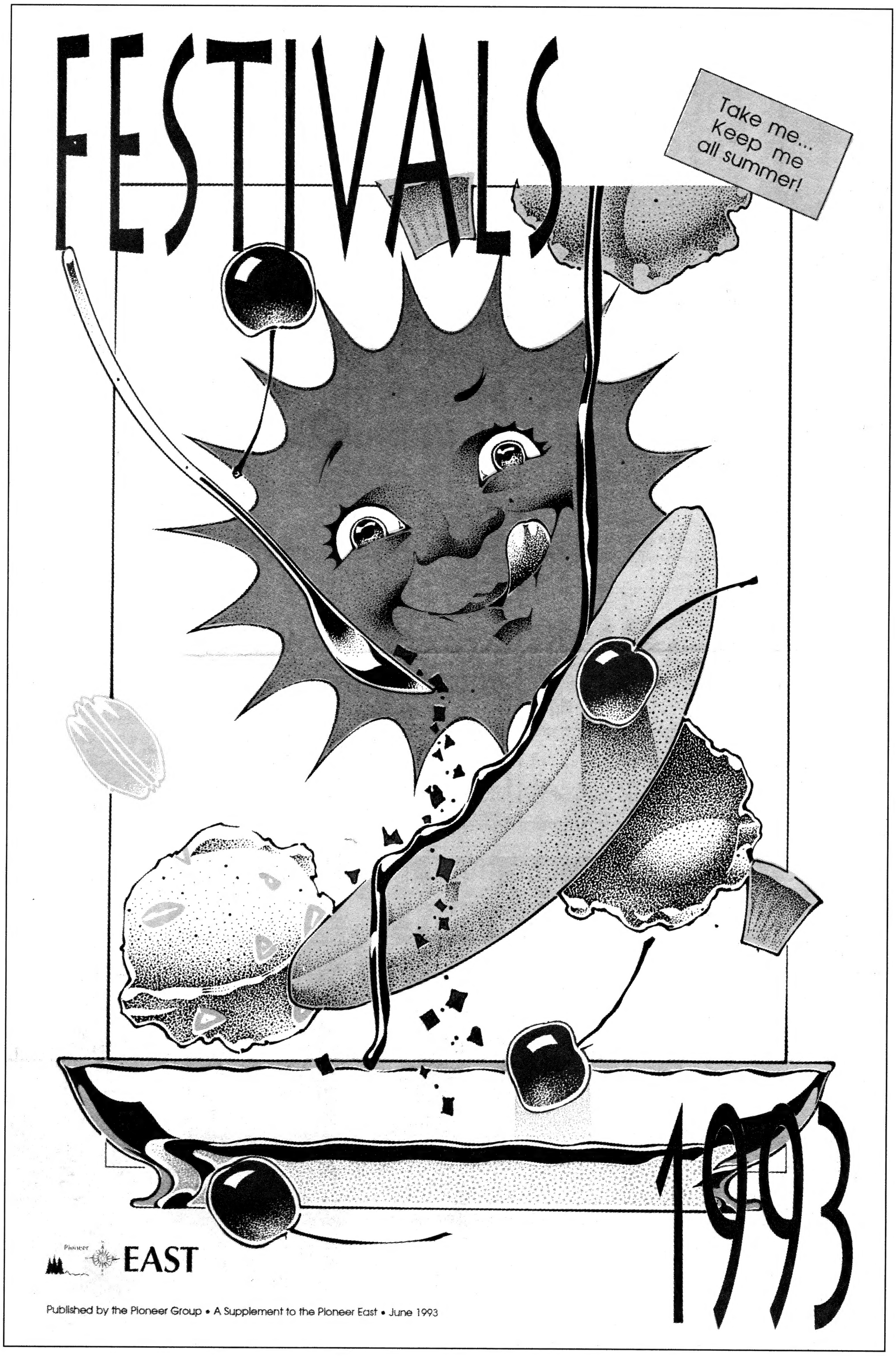
1993

TearSheet

Case Histories

Lori Ackerman
Page Layout Leader
PIONEER GROUP
502 N. State St.
Big Rapids, MI 49307

Fun summer sun and ice cream art adds an inviting look to this summer Festivals cover. Art from May 93 *PMS*, page 2. Ackerman tells us, "This cover was perfect for the Festivals issue, everybody loved it, it was a real hit!" Printed in bright yellow, orange, and magenta on newspaper stock.



Case Histories

Kara L. Gamber
Artist/Copywriter
GRACE CHURCH-SAINT LOUIS
2695 Creve Coeur Mill Rd.
Maryland Hgts., MO 63043

Poster for Christmas program features Madonna and child from December 90 *PMS*, page 10. "Christmas" lettering from December 87 *Clipper*, page 20; sky in background from February 84 *Clipper*, page 21; and star from February 91 *Clipper*, page 22, added. Printed in dark blue and metallic gold ink on white stock.

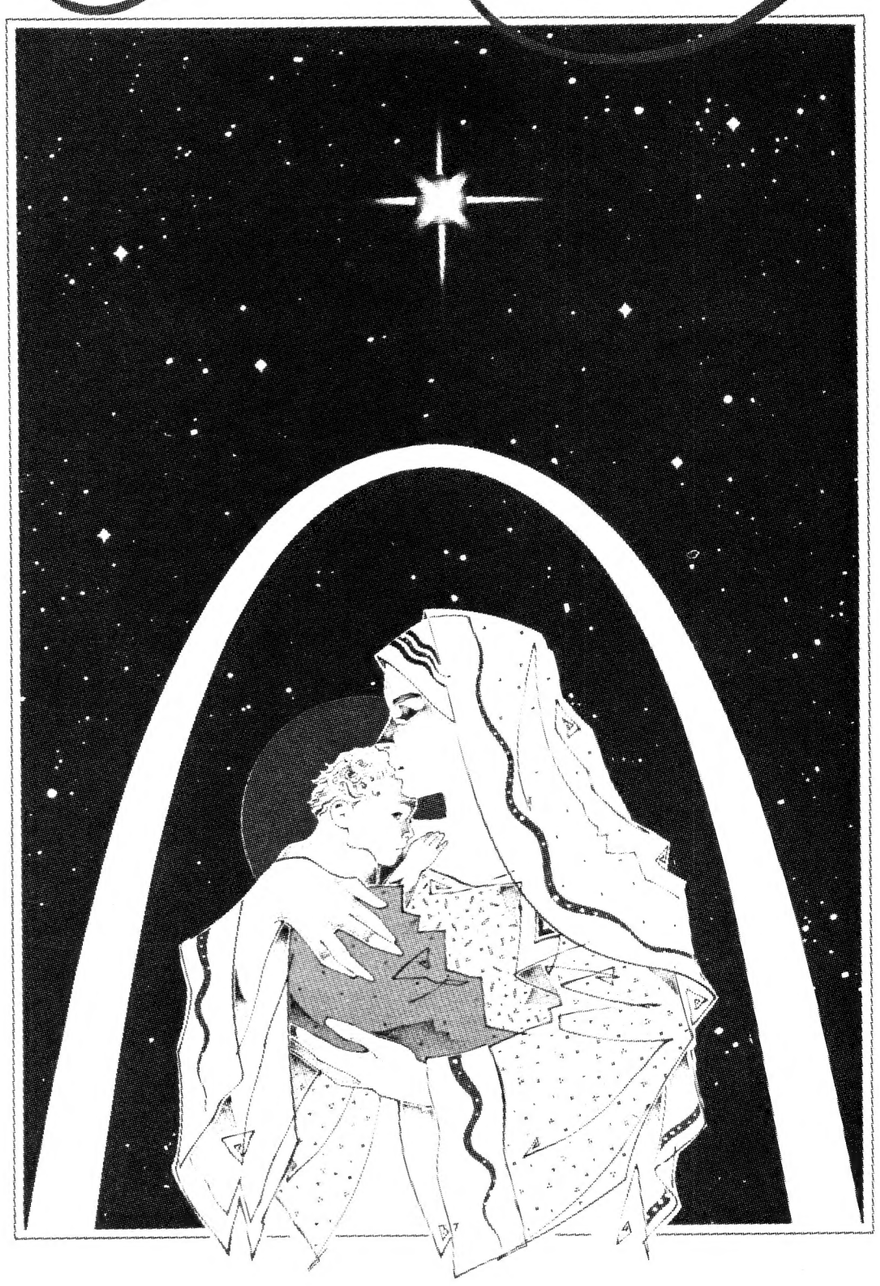
Grace Church - Saint Louis Presents

A SAINT LOUIS

Christmas

Featuring:

- A Live Nativity
- Carol Singing
- Featured Soloists
- Grace Choir
- Youth Choir
- Children's Choir
- Candlelighting
- Christmas Message



Sunday, Dec. 22
Tuesday, Dec. 24
7:00 p.m.

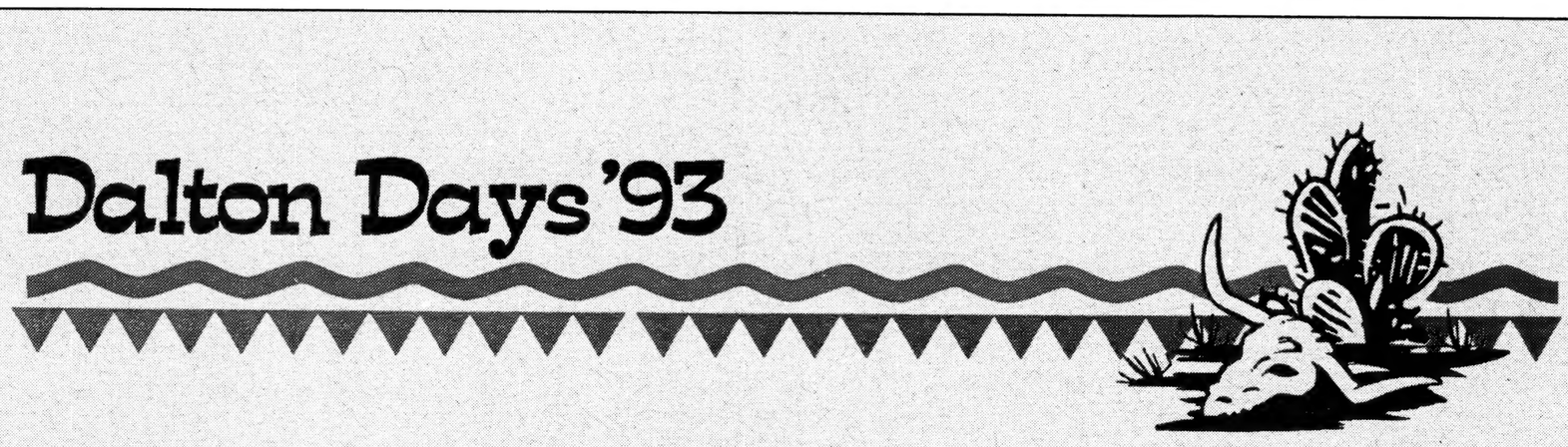
FREE ADMISSION

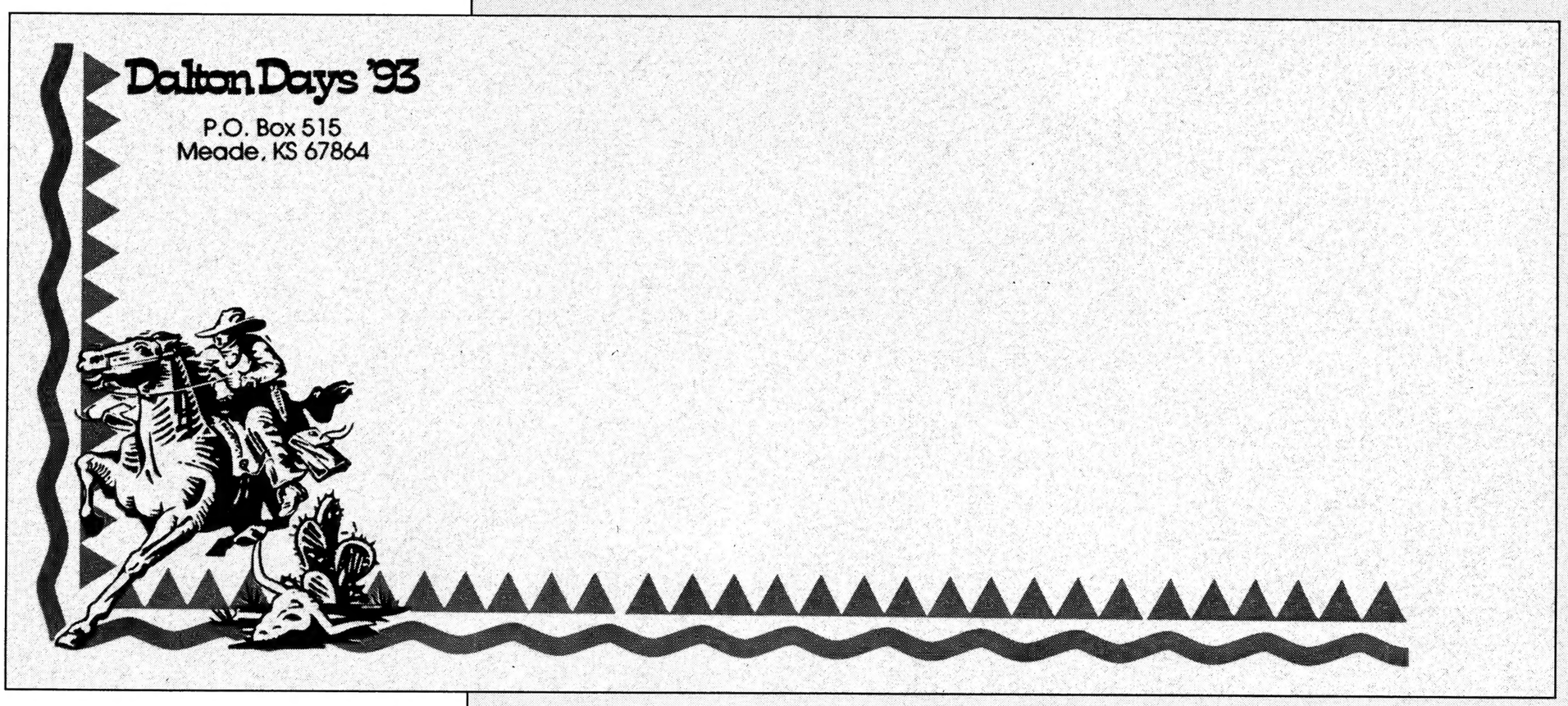
GRACE CHURCH AUDITORIUM
McKelvey and Creve Coeur Mill Roads, Maryland Heights, Missouri
For more information or free tickets call 314/291-6647.

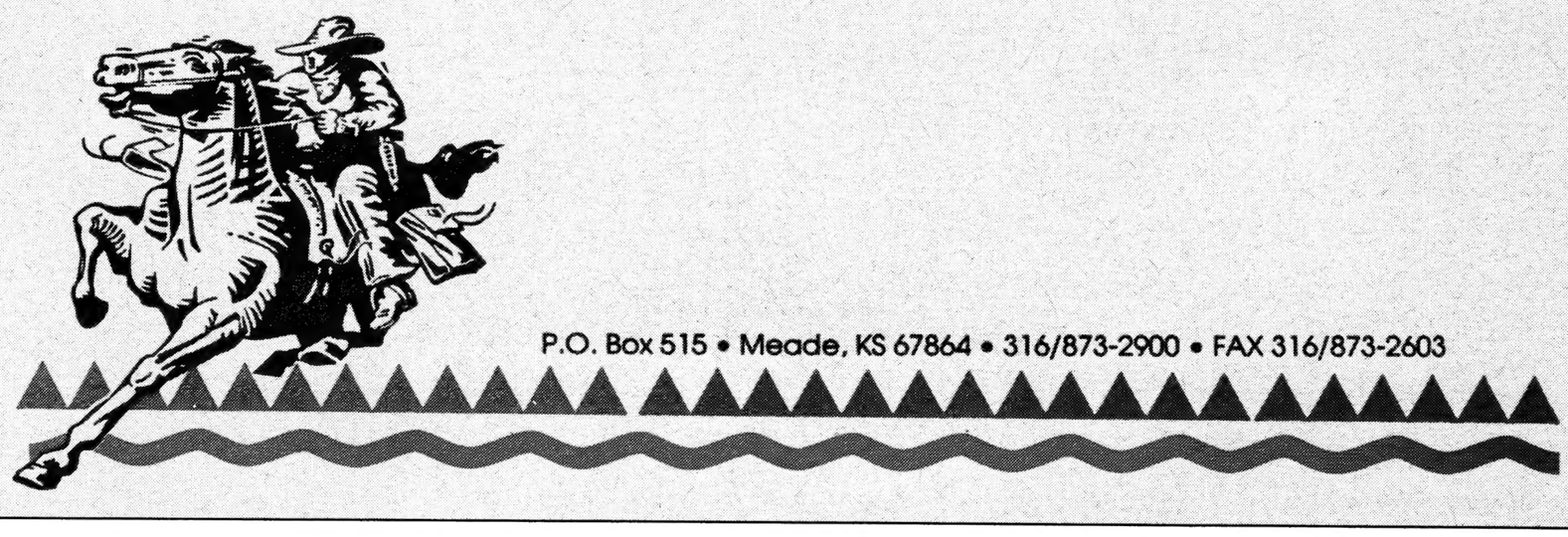
Case Histories

Nancy Ohnick
Owner
BACK ROOM PRINTING
124 N. Fowler, Box 969
Meade, KS 67864

Western art from both *Print Media Service* and *Clipper Creative Art Service* used to create letterhead and envelope for Dalton Days '93. Horse and rider from February 93 *PMS* (050F0293.EPS), page 12. Cow skull from Jan. 90 *Clipper*, page 19, scanned and placed at base of cactus. Art printed in solid black. Bright purple and teal border added.



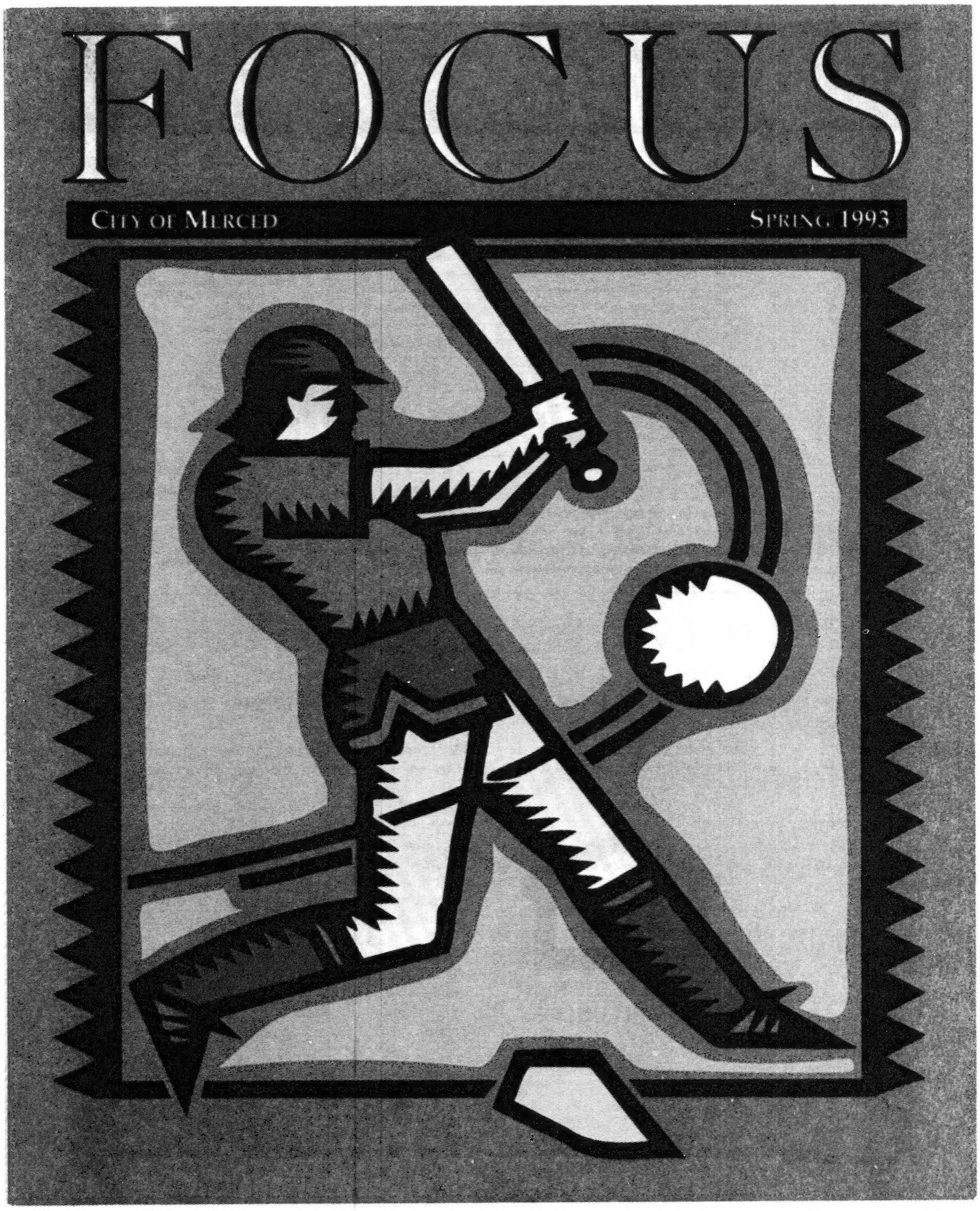




Case Histories

Ingrid Papahronis
Graphic Designer
ON TARGET MARKETING
470 W. Main
Merced, CA 95340

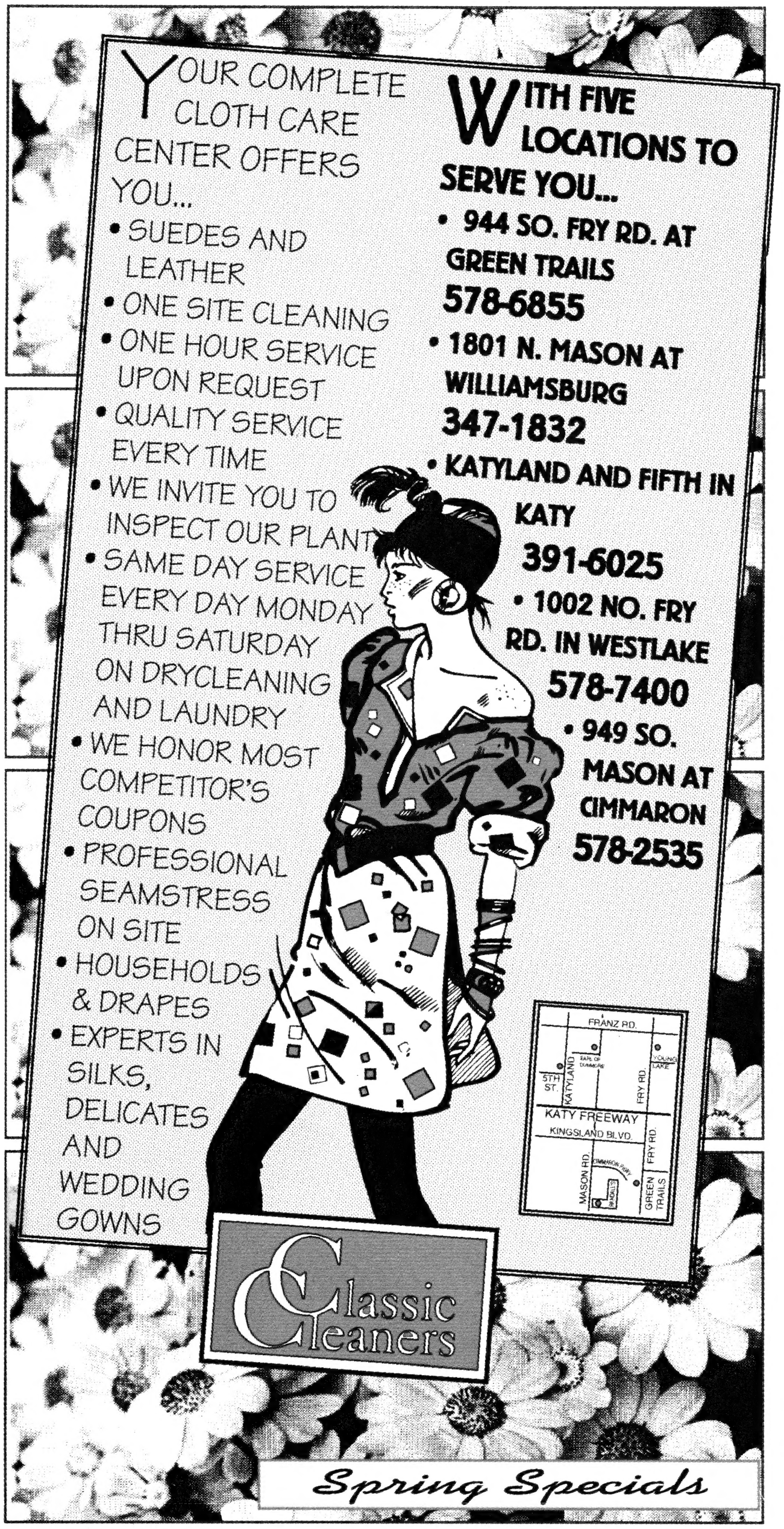
Bright blue, yellow, purple, and green added to sawtooth-style sports art from March 93 *PMS*, page 12, for spring schedule cover. The art was scanned, color was added in Adobe Illustrator®, then the art was imported into QuarkXPress®. Similar sports figure from same page used on back cover.



Case Histories

Ursula Esch
Production Artist
ADVO, INC.
8950 Railwood Dr.
Houston, TX 77069

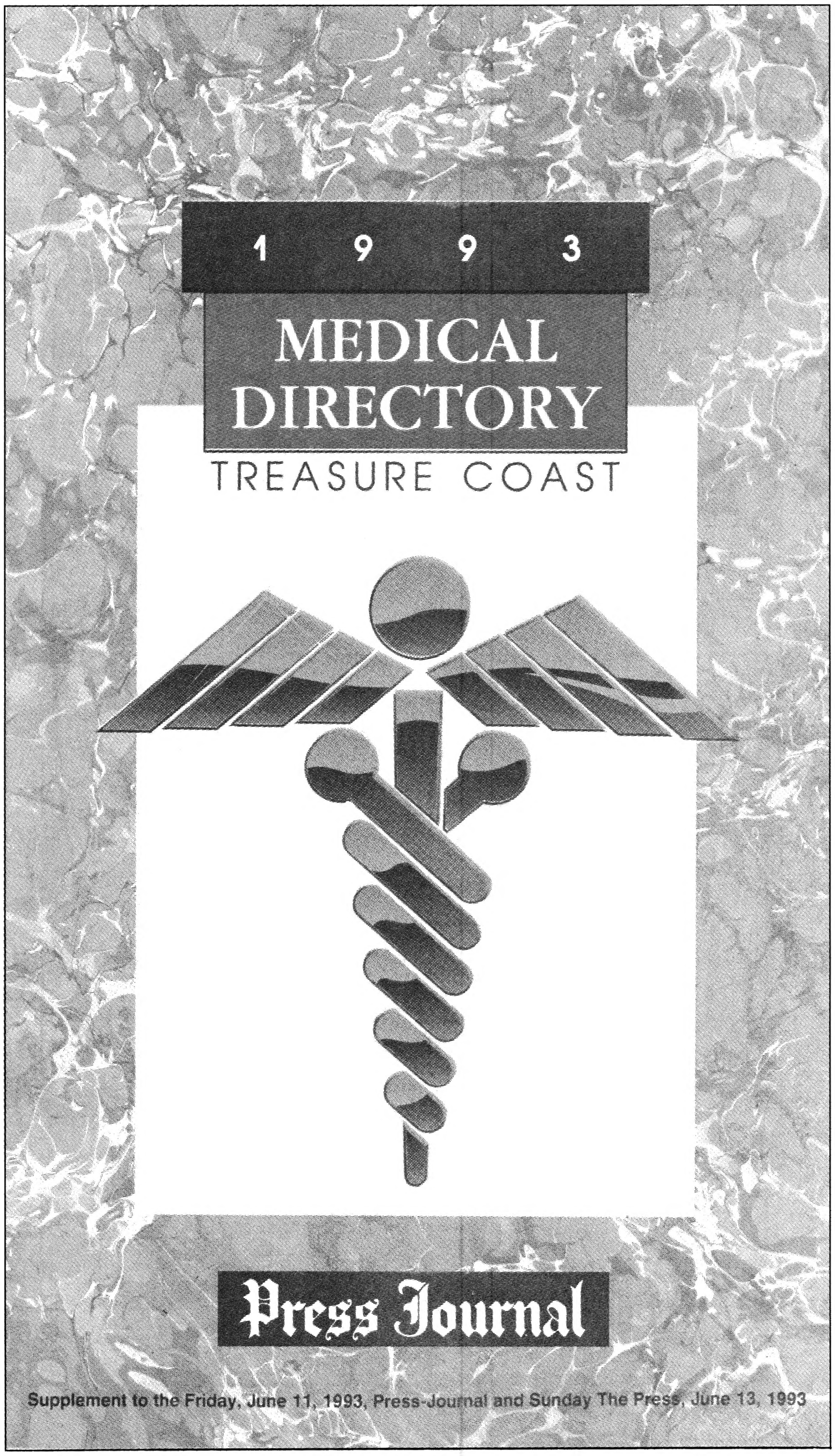
Funky fashion figure from February 86 *PMS*, page 4, and daisy photograph from April 85 *PMS*, page 14, give a fresh spring look to flyer for dry cleaner. Printed in bright yellow and black.



Case Histories

Judith Graziosi
Graphic Artist
PRESS-JOURNAL
1801 S. US 1
Vero Beach, FL 32960

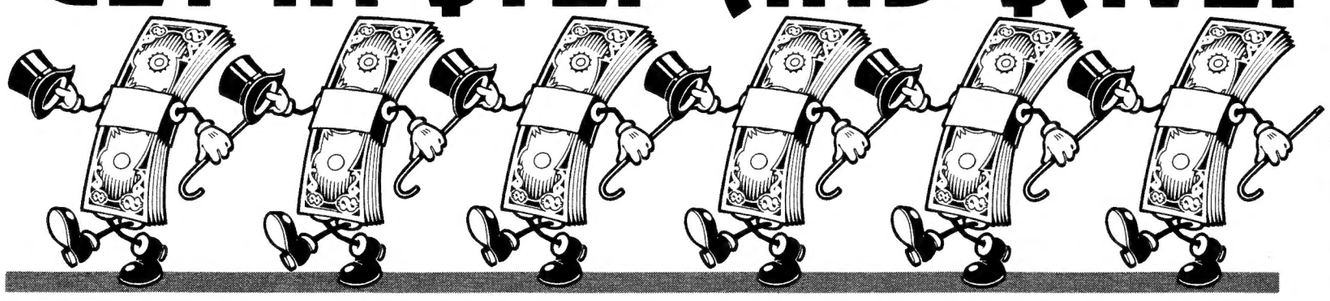
Marble color separation from May 93 *PMS*, pages 26-28, complements *Clipper* caduceus from Aug. 92, page 12, on medical directory cover. Graziosi writes, "This full-color background served perfectly for the high-class look we were trying to achieve. It worked well in black and white too for our newspaper promo ads."

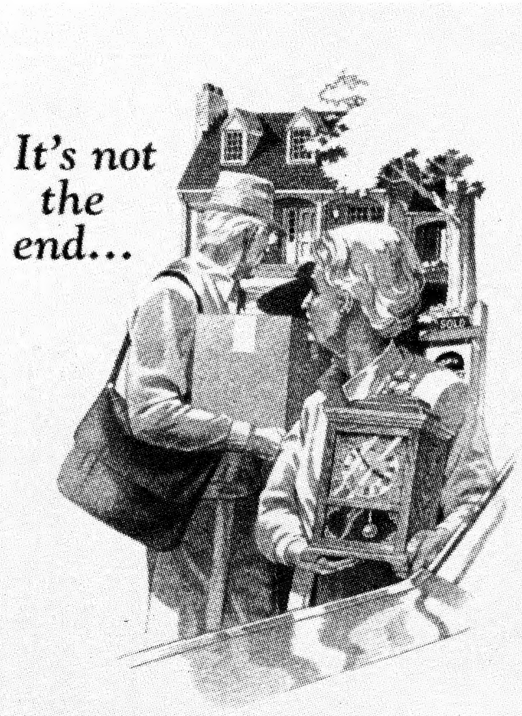


PMS COVER STORY:
Howling coyote and desert scene, lifted from page 20 ready-to-go ad frame, adds a touch of southwestern style to this month's cover. Desert cliffs lifted out, repeated, and pieced together. Moon slightly altered, sky extended, and grad screen added. "Falling star" with type trail created in Adobe Illustrator®. Type is Helvetica Compressed. Printed in Pantone® colors (purple, brown, orange, and dark blue) on Carolina cover stock.

TRADE SHOWS:
This month Dynamic Graphics' representatives will be at **Graphic Trade,** Toronto, ONT, Oct. 14-17; **Imprinted Sportswear,** Dallas, TX, Oct. 15-17; **Seybold Seminars,** San Francisco, CA, Oct. 21-23; **SPAI,** New Orleans, LA, Oct. 27-30; **Viscomm,** New York, NY, Oct. 29-31; **Graph Expo,** Chicago, IL, Oct. 31-Nov. 3.

GET IN $TEP AND $AVE!





It's not the end...

It's a new beginning.

If your home is getting too large for you, is too much for you to maintain, or you're just ready for a change, then come to our open house this weekend! Find out what truly comfortable condominium living is like in one of our spacious units. Choose from two- or three-bedroom layouts with fully-equipped kitchens, large bathrooms, one- or two-car garages, and no lawn maintenance.
Tour the display unit Sunday, October 3, 1-5 p.m.

Berkshire Condominiums

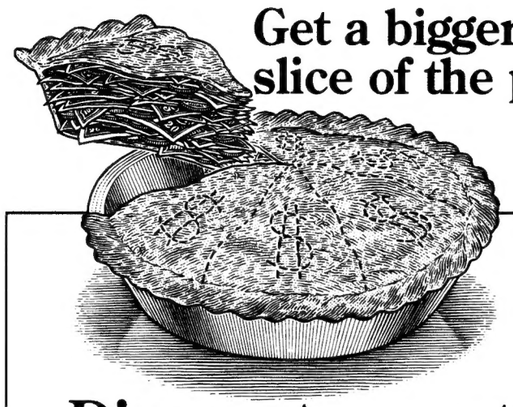
Ben would have loved our super low prices!

Shop right here for the biggest selection of the name brands you know and trust

OVER 75 STORES! SPEND THE DAY!

A bonanza of bargains awaits when you shop the largest outlet mall in the metro area. Women's, men's and kids' clothing, shoes, and outerwear, foundations and lingerie, sporting goods and equipment, appliances, linens and towels, books, furniture and accessories for the home, and so much more! Open daily from 9 to 9.

Greenvalley Mall
6802 W. Westervelt Highway



Get a bigger slice of the pie...

Discounts count!

Invest your hard-earned dollars where you get more bang for your buck. Discount brokering means that more of your money goes into your investments, less into hefty service charges and fees. If this sounds good to you, call us at 555-2223 today!

J.R. Regis Investment Company
14282 South Regency Parkway

Added arms June 93 PMS

Step right up! The

Showstoppers are here!

Great Cars!
Great Deals!
Cash Back!

Phenomenal discounts on all new 1994 cars, trucks, and vans during this super sale. Bring your trade in and find out how much car your money can buy!

Regency Auto Mart
16076 North Harmon Highway • 555-5770

Not the same old song and dance

We take care of your banking the quick and easy way!

Seven area offices and Money Machine 24-Hour Automatic Teller Machines give you more locations to make banking convenient for you. Here are just some of the great banking services to choose from when you bank with us:

- ***Savings and Checking Accounts, Certificates, Individual Retirement Accounts, Insured Money Market Accounts***
- ***Auto, Home, Education, and Home equity loans***
- ***Automatic deposit and/or payment options***
- ***Visa and Mister Card Credit Cards***

Coventry Credit Union
Call 555-4500 for more information

Senior News & Views

October 1993

Now that retirement time is here, make sure your financial house is in order, so you can really make the most of your golden years.

Topics inside include:
- **FINANCES**
- **NUTRITION**
- **HEALTH**
- **TRAVEL**
- **LEISURE**
- **FAMILY**

Compliments of
First National Bank
of New Bedford Falls

"Remember, that time is money."

Benjamin Franklin

And if we don't deliver your pizza within 30 minutes of your order, you get it free!

Delicious pizza made from the freshest ingredients. Try this special – a 16-inch cheese and sausage pizza for only $9.99!

Ask about our weekly pizza and pasta specials

555-YUMY

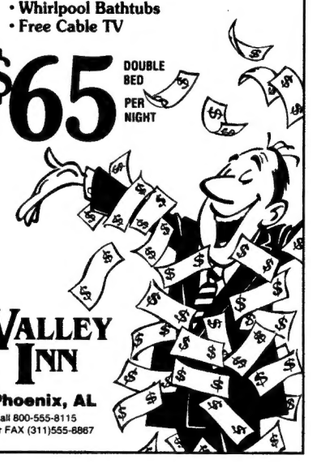
Jeff's Pizza
1320 W. Main Street

Make every dollar count!

You'll feel like a million bucks when you stay with us for the weekend. Shop at the Gargantua Outlet Mall or enjoy the local historical sites during the day, and come relax in your luxurious room at night!

- **Free Breakfast Buffet**
- **Whirlpool Bathtubs**
- **Free Cable TV**

$65 DOUBLE BED PER NIGHT



VALLEY INN
Phoenix, AL
Call 800-555-8115
or FAX (311)555-8867

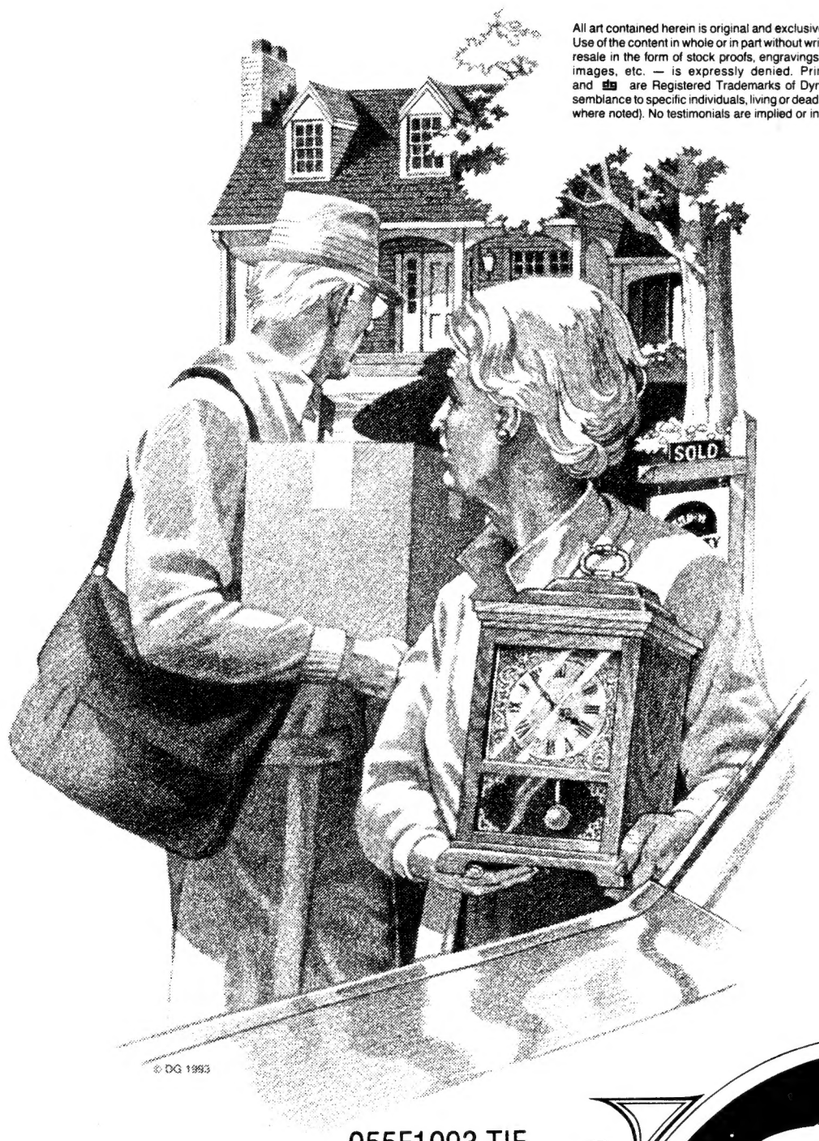
It's the next best thing to winning the lottery!

Cash in on the Classifieds!

This is *really* easy money! Just clean out that basement, garage, or attic, and sell the stuff you don't need in the Classifieds. According to a recent survey, over 60% of our readers scan the Classifieds an average of 3-4 times each week. And we guarantee if your item doesn't sell within 4 weeks, your classified ad is free. What a deal!

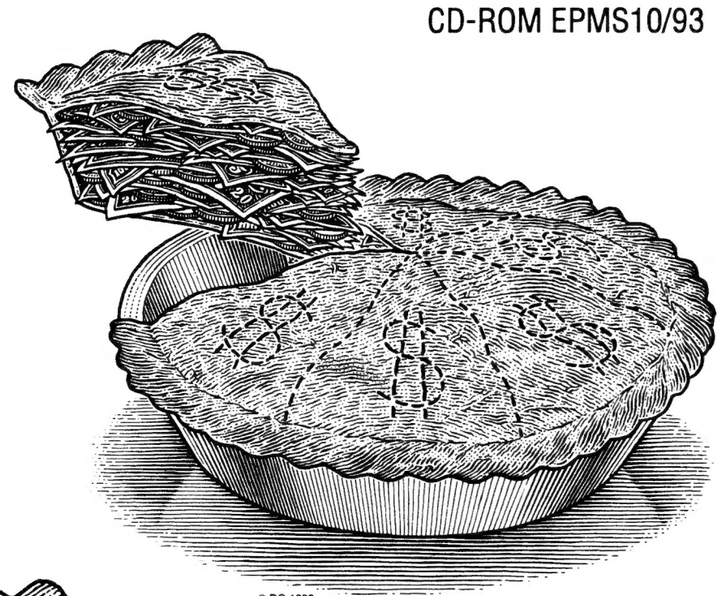
The Valley Gazette
555-2932

All art contained herein is original and exclusive with Dynamic Graphics, Inc. Use of the content in whole or in part without written permission — for multiple resale in the form of stock proofs, engravings, film, mats, printing, digitized images, etc. — is expressly denied. Print Media Service®, PMS® and DG are Registered Trademarks of Dynamic Graphics, Inc. Any resemblance to specific individuals, living or dead, is purely coincidental (except where noted). No testimonials are implied or intended by such similarities.

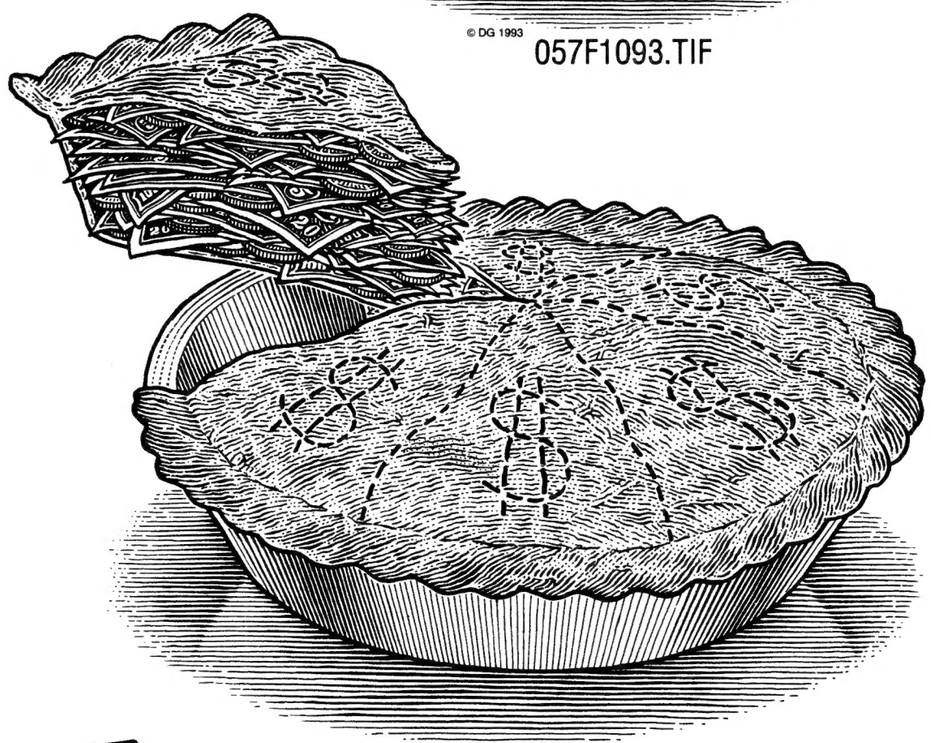


055F1093.TIF

056F1093.TIF



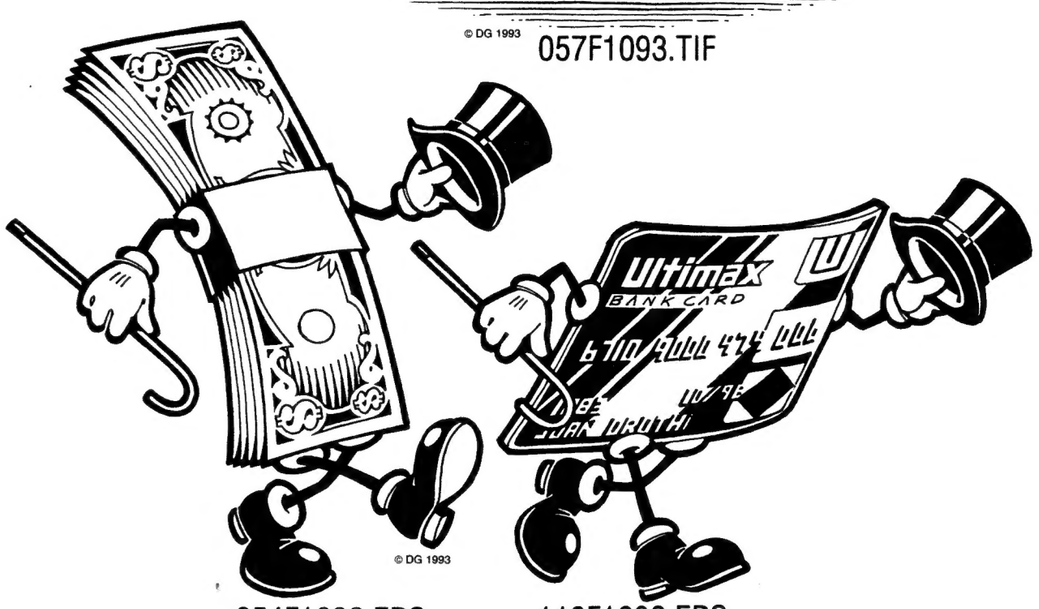
057F1093.TIF



057F1093.TIF

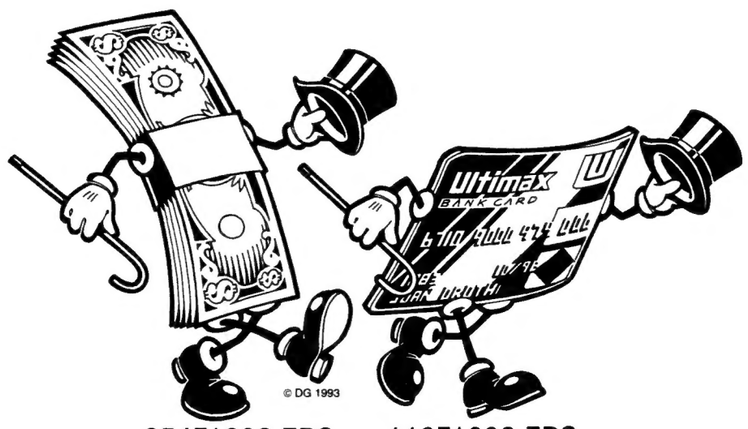
056F1093.TIF

053F1093.TIF



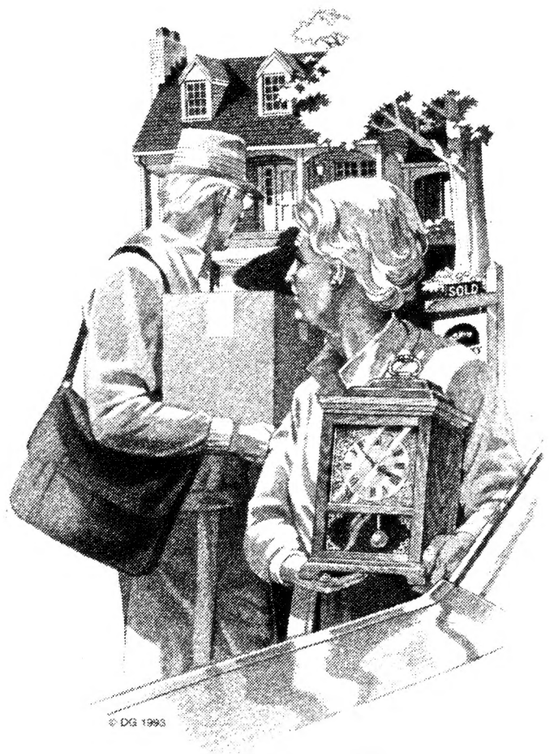
054F1093.EPS 118F1093.EPS

053F1093.TIF



054F1093.EPS 118F1093.EPS

053F1093.TIF



055F1093.TIF

056F1093.TIF

Note: Numbers identify images for Electronic PMS subscribers.

MOONLIGHT MADNESS SALE

October 9-10

Western Mall

Don't let a bad haircut spoil all your fun!

Come in today for a bewitching new look. Now through October 31st, you can get a great haircut for only $15, or get a cut and perm for only $45!

- *Custom Cuts*
- *Nail Bar*
- *Gentle Color Treatments*
- *Permanents*
- *Conditioning Treatments*
- *Tanning Spa*

Mademoiselle Toni's
1714 Southport Ave. • 555-9322

No Tricks, Just Treats!

Buy any large thin crust or pan pizza and get a second large for just 1/2 price!

Take your pick of our delicious toppings: sausage, pepperoni, ham, ground beef, black or green olives, green peppers, onions, mushroooms, pepperoncini, or fresh garlic.

Gina's Pizzeria
650 Alexander St. • 555-8354

HALLOWEEN HAPPENINGS

Lincoln Mall October 29-31

WATCH OUT FOR MONSTERS!

Drive safely and watch out for trick-or-treaters and we'll all have a happy Halloween.

The Greenvalley News

HALLOWEEN Specials

Costume Jewelry
Gold- or silver-tone Mamet. $5-$20

Athletic Shoes
Men's, women's and kids' sizes in leather and canvas. $25

Small Appliances
Choose from a variety of Browning items. $12-$25

Portable Radios
Battery operated, with headphones. In black, blue, yellow, or red. $12.89

Children's T-Shirts
Poly-cotton blend stands up to rough wear and tear. Variety of colors. $9.95

Picnic Baskets
Wicker baskets with gingham lining. In a variety of shapes. $19.95

Women's Lingerie
Nylon and lace creations in six stylish colors. $9-$30

Boys' Blue Jeans
Indigo, stone washed, acid washed, or black. All 100% cotton. $14.89

Kitchen Chairs
Made of solid, stained oak. Variety of styles. $28.99 EA.

Decorator Lamps
Ceramic base, pleated shades, in seven colors. $39.99 EA.

"Quality merchandise for low prices since 1969."

Lee's Variety Mart
670 W. Heritage Blvd. • 555-4949
Hours: 9 a.m. to 9 p.m. daily

All wrapped up in your work?

Bring a friend and unwind at our Halloween party!

Saturday, October 30 from 9 p.m. to 3 a.m.

The Oasis Lounge
555-9766

Have a Reel Scary Halloween

We've got a special Halloween treat for you!

Rent 2 movies from our spooky selections for the price of 1 until October 31.

Metro Videos
253 W. Main St. • 555-7231

WE'RE HAVING

Spooktacular DEALS

Scare up a bargain!

Six Big Days! October 25-30

1989 Concho
Air, power steering, and leather interior
$7979

1994 Juraco
Fully loaded, four-door family sedan with power windows & locks, and cloth interior
$9999
$1000 manufacturer's cash rebate for qualified buyers!

1990 Lumiere
Sporty two-door coupe with hatchback
$8789
Limited waranty available

WE FINANCE HERE!

Open Mon.-Sat. from 9 a.m. to 8 p.m.

Mike's Auto Land
On Auto Row in Beardsley

Bring the kids to our safe, fun

TRICK OR TREAT PARTY!

Friday, October 29
7 to 10 p.m.
Alton Civic Center

It'll be a howling good time for the whole family! Join us for refreshments, games, prizes for the best costumes, music, a haunted house, and special spooky guests. Admission is free!

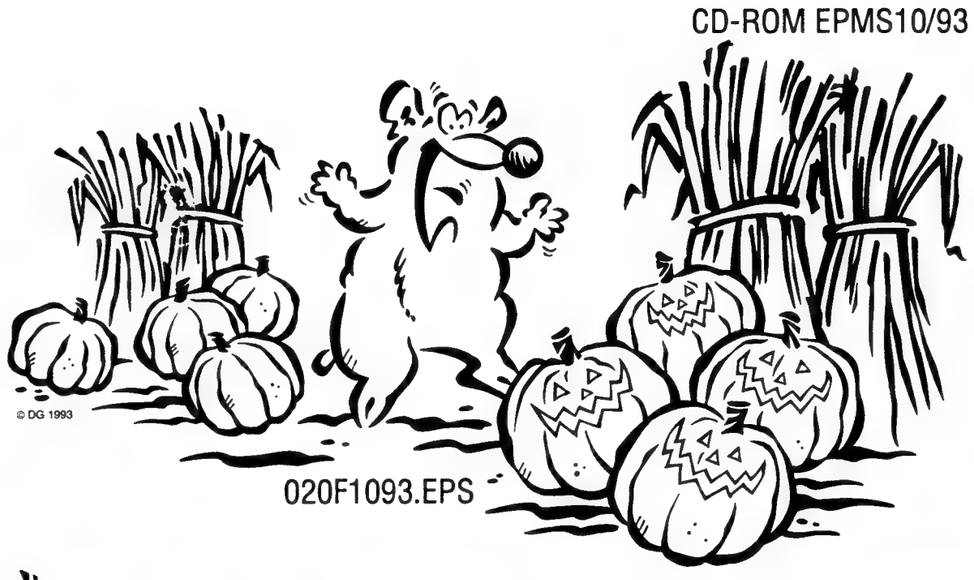
SCARE UP some extra CASH!

Sell your stuff in Southtown Gazette Classifieds

Don't miss your chance to sell your unwanted items with our guaranteed classified ads. If your item doesn't sell within four weeks, the ad is free! Call us today!

555-8766

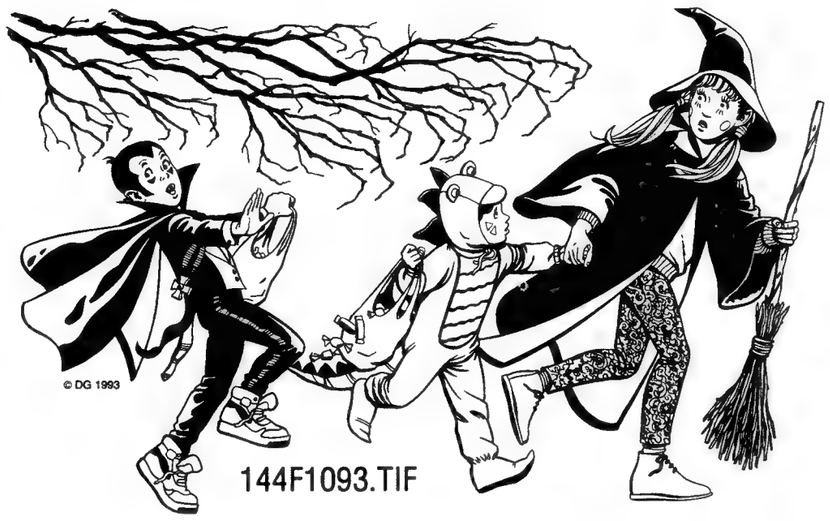
015F1093.TIF



020F1093.EPS

145F1093.EPS

020F1093.EPS



144F1093.TIF

019F1093.EPS

018F1093.EPS

018F1093.EPS

019F1093.EPS

017F1093.EPS

017F1093.EPS

019F1093.EPS

018F1093.EPS

017F1093.EPS

014F1093.EPS

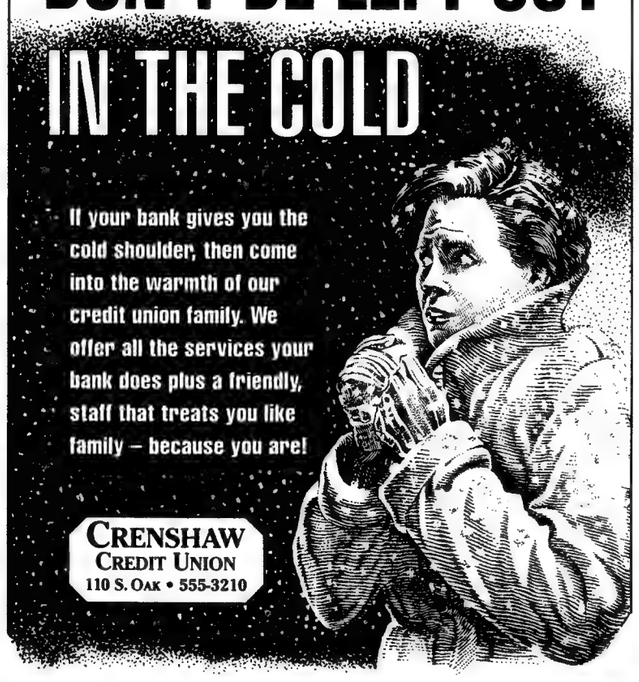
014F1093.EPS

014F1093.EPS

016F1093.TIF

016F1093.TIF

DON'T BE LEFT OUT IN THE COLD



If your bank gives you the cold shoulder, then come into the warmth of our credit union family. We offer all the services your bank does plus a friendly, staff that treats you like family – because you are!

CRENSHAW CREDIT UNION
110 S. Oak • 555-3210

"Winter Blahbusters" Feb. 91 PMS

Winter BlahBusters

Liven up your day with super bargains!

Kids' Sweatshirts	$7
Silk flower bush	$3
Embroidery Floss	$2
Faux Marble Kit	$14
Pogue Patterns	$3
Paper towels	99¢
Tot Drink Mix	99¢

Be sure to shop early! This sale ends October 23, 1993.

LEEMART
2310 N. Webster • M-S 9-9

"Get Set for the Season" Oct. 89 PMS

GET SET FOR THE SEASON

A GUIDE TO PREPARING YOUR HOME, YARD, AND CAR FOR WINTER WEATHER

Supplement to the Daily Times • Sunday, October 3, 1993

There are easier ways to get your exercise than shoveling snow, scraping windows, or trying to keep your balance on the ice. Try swimming in our heated, olympic-sized pool, or try out the steppers, treadmills, weight machines, or running track. Our single memberships include:

- Unlimited use of facilities
- One free massage per week
- Discounts on athletic items
- Underground parking

Thru 10/31, a one-year membership **$99.99**

Get An Even Better Workout On Our Machines

Body Design Health Clubs
"What A Workout!"

Location #1	Location #2	Location #3	Location #4
3198 N. Husker Dü	4611 S. Halstead	1300 W. Coronado	5326 S. Periwinkle
Monday-Sunday,	Monday-Sunday,	Monday-Sunday,	Monday-Sunday,
7 a.m.-Midnight	6 a.m.-1 a.m.	5 a.m.-11 p.m.	7 a.m.-1 a.m.

SICK AND TIRED OF THE SAME OLD STUFF?

Choose from the largest selection of videos in town!
• Comedy • Action Adventure • Science Fiction
• Drama • Horror • Documentary • Concerts
Open 7 days,
8 a.m.-11 p.m.

Vidmar Video
Tex Plaza • 555-2411

"There's Snow Sale Like Our Sale" Nov. 91 PMS

there's SNOW SALE like our sale

Everything you need to get ready for winter is on sale this week at Cunningham's!

DON'T LET ANYTHING KEEP YOU AWAY FROM OUR

GIANT SALES EVENT

You can't afford to miss these super furniture values!

Neither rain, nor sleet, nor snow, nor rush hour traffic should keep you from savings of 20-50% on fabulous furniture from famous makers like Benryton, Bendiron, and Wembley. Choose from
• Loveseats • Recliners
• Sofas • Dining groups
• Bedroom suites • Desks
• Chairs • Accessories

Hale Furniture Gallery
3647 N. Michigan • Hours: Mon.-Fri. 10-8, Sat. & Sun. 10-6

Flames Dec. 89 Clipper

WAKE UP...

...and smell the coffee!

Take the chill off these cold winter mornings with a hot cup of our delicious coffee. During October, save 50¢ on a 1 lb. bag of decaf beans!

Le Coffee Bean
215 W. Pine • Open M-S, 9-7

TURN UP THE HEAT

Nightlife so hot, it's sizzling! Dance to the latest progressive music played on the best sound system in the city. Enjoy great nightly food and drink specials, and register for fantastic prize giveaways. Come melt the ice where the music, drinks, and people are really hot, hot, hot!

The NightScene
115 N. Adams • Doors Open at 8

HOME SWEET HOME DELIVERY

It is so nice to wake up to all the news of the day. Have it delivered to your door for 20% off the newsstand price when you subscribe before October 31, 1993. Or, get an eco-friendly canvas tote bag **free** when you renew your subscription. Make us a part of your morning routine today!

The Eden Times
555-5380

The Wilmington Chronicle Monday, October 4, 1993 SECTION C

Money Matters

■ Buyer Beware! The con artists are on the prowl, looking for an easy mark.

The Snow Job

A Scam For All Seasons

Ray Lonsdale/**Consumer Columnist**

With the advent of cold winter weather, a rash of scams of all varieties are happening to both the young and old alike. The Business Watchdog Group is now issuing a warning to the general public to be on the lookout for any deal that sounds too good to be true, because it's probably just that. They have received numerous reports of several scams that are now taking place in the greater metropolitan area, and are passing all pertinent information on to make sure that no one else is taken in by these con artists.

The first of these money-making schemes involves a form letter that is received in the mail. The letter claims that the recipient has "won a major vacation prize package" from a "sweepstakes prize clearing house." To claim their prize, the call ph

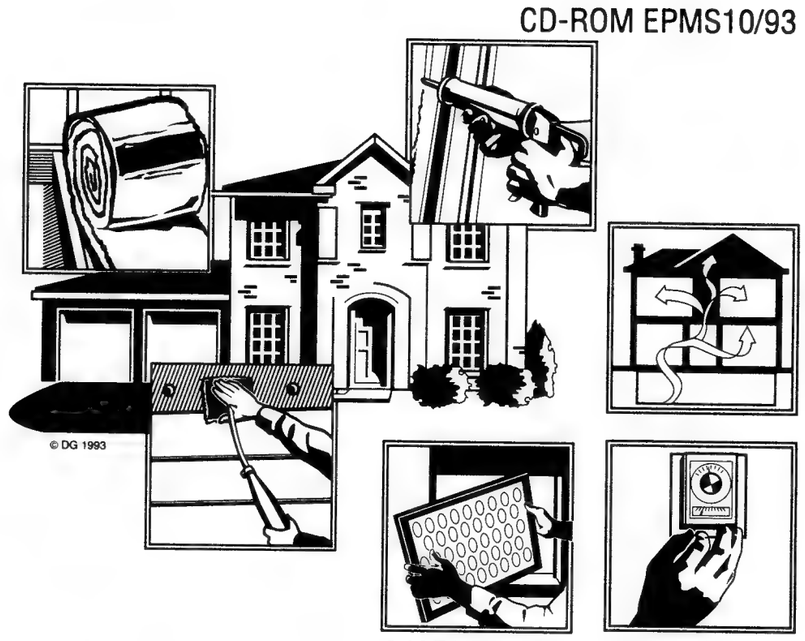
The "prize claims operator" who answers congratulates callers, and asks for some general information. Then, callers are asked to give the number and Personal Identification Number (PIN) from a major credit card to secure their prizes and to pay for shipping and handling charges. The scam artists then take those credit card numbers and use merchandise and to

Watchdog Group officials warn that "Legitimate prize sweepstakes *never* make a prize winner pay for a prize. And, giving out your credit card over the phone is risky. If you have any doubts, whatsoever, about the legitimacy of a business or sweepsta[kes], then make sure to check it out first with the Busines[s] Watchdog Group or your [l]eneral's office

is taking place on area streets and highways. Drivers stranded when their cars break down or when they have a flat tire are "rescued" by a pair of passing motorists, who then give drivers a ride to the nearest pay phone. Unbeknownst to the drivers, the "Good Samaritans" are [p]art auto theft ring. By the [m]otorists reach their [d]estination, as

been stolen. The best advice for stranded motorists is to remain with their vehicle if at all possible. If someone stops and volunteers to give them a ride, they should politely refuse it and ask that person to contact the state police, a relative, friend, or a towing company. Drivers should not take a ride with strangers, or attempt to

039F1093.TIF



043F1093.EPS

043F1093.EPS

039F1093.TIF

042F1093.EPS

041F1093.TIF

041F1093.TIF

146F1093.EPS

042F1093.EPS

040F1093.TIF

040F1093.TIF

Note: Numbers identify images for Electronic PMS subscribers.

15% Savings One Day Only!

Congratulations! We think being a valued charge customer deserves some special treatment. So we are giving you an additional 15% off every item in the store on Saturday, October 23, 1993. Shop for bargains throughout the store, then bring all your purchases to the cashier for your discount!

Secret Sale

Bergan's Department Store

WHEN YOU MEAN BUSINESS...

- copies
- letterheads
- brochures
- office forms
- fax service
- posters
- resumes
- flyers
- business cards

...COUNT ON US FOR ALL YOUR PRINTING NEEDS.

Harris Printing
555-9837

Take the chill off

Come on in for a cup of delicious, steaming-hot coffee, espresso, cappuccino, or latté, with a fresh beignét, croissant, or a selection from our wonderful lunch menu. Open 7 days from 8 a.m. to 7 p.m.

Kramer Kaffee Haus
☎555-8745 • 113 N. Oak

It's not just for clothing store advertising anymore. *PMS* fashion art is incredibly versatile, lending itself to use in advertising for all types of businesses. Stylized back view of woman adds a touch of class to coffee house ad, shown left. Full-length view of woman forms part of letter "I" in "Big" on ad for dry cleaner, below. Woman in fall attire works well with business theme of printing company ad, shown top right.

Show how much you care

Taking care of your health is one of the best ways to prove your love to that special someone. Watching your cholesterol is easy with our weekly secreenings. Call today to make your appointment.

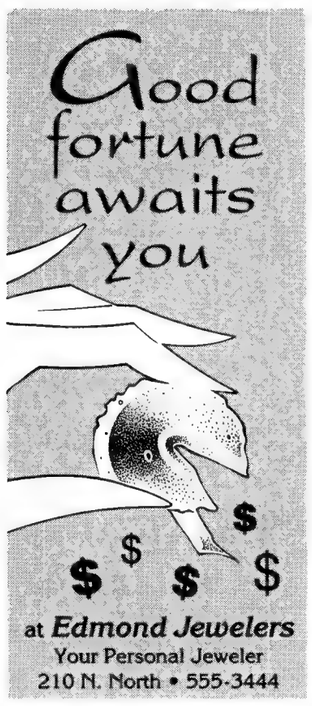
West Clinic

Open Mon-Fri from 8-6 555-3998 2003 Western Dr.

YOU'LL SAVE A FORTUNE

A fool buys a book at full price, and learns nothing. A wise man buys a book at a discount, and learns much!

BJ Books
Sunnyland Plaza



Good fortune awaits you

at *Edmond Jewelers*
Your Personal Jeweler
210 N. North • 555-3444

BIG SAVINGS

Get those winter clothes out of mothballs and get them dry cleaned! During the month of October, get two suits or dresses cleaned for the price of one.

Martin's Dry Cleaning
5908 N. Cypress • 555-5839

It's Party Time!

Come to our Masquerade Ball on Saturday, October 30, from 8 p.m. to 1 a.m., for music, food, drinks, and a best costume contest!

Marston Cafe
505 N. Main

STEPPIN' *with* Style

Warm up your winter with a hot new ensemble and the latest one-of-a-kind accessories. Come join us on Saturday, October 23, for a Resort Style Show at 1 p.m.

CLAIR'S CLOSET
404 W. GRANT
555-4744

Don't be afraid to show your FACE

IF YOUR WARDROBE MAKES YOU FEEL OUT OF FASHION, THEN IT'S TIME TO MAKE A CHANGE. STEP INTO TODAY'S STYLES WITH THE LATEST FALL LOOKS FROM LADY MISS PIER, CASSANDRA, THE BOTANY BAY COMPANY, LOVELY LADY, AND YOU BEAUTIFULLY YOU. WHETHER YOU WANT A COMFORTABLE, CASUAL LOOK, OR A DRESSY DAY OR EVENING LOOK, YOU KNOW WE CARRY THE LARGEST SELECTION OF STYLES THAT SETS YOU APART FROM THE CROWD.

Maxine's Fashions
3420 S. Midland Grove Road

Kick up your heels

CUT LOOSE THIS WEEKEND! GET OUT OF THE CITY AND TAKE A ROAD TRIP WITH ONE OF OUR GREAT RENTAL CARS. SUPER LOW RATES AND UNLIMITED WEEKEND MILEAGE MAKE US ONE OF THE BEST DEALS IN TOWN. WE ACCEPT MAJOR CREDIT CARDS TO MAKE RENTING EASIER FOR YOU!

Rent-A-Car • 555-5118
1130 W. Monroe • Open 7 a.m.-10 p.m.

CD-ROM EPMS10/93

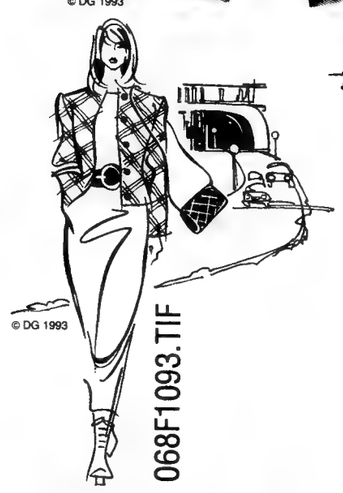
072F1093.TIF

072F1093.TIF

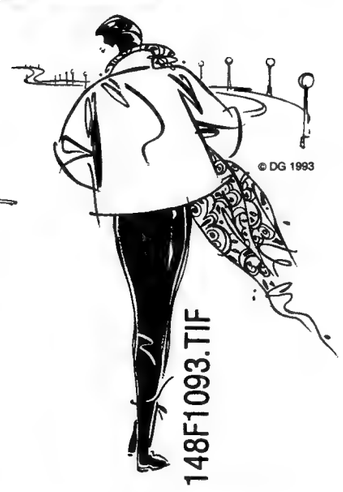
149F1093.TIF

073F1093.TIF

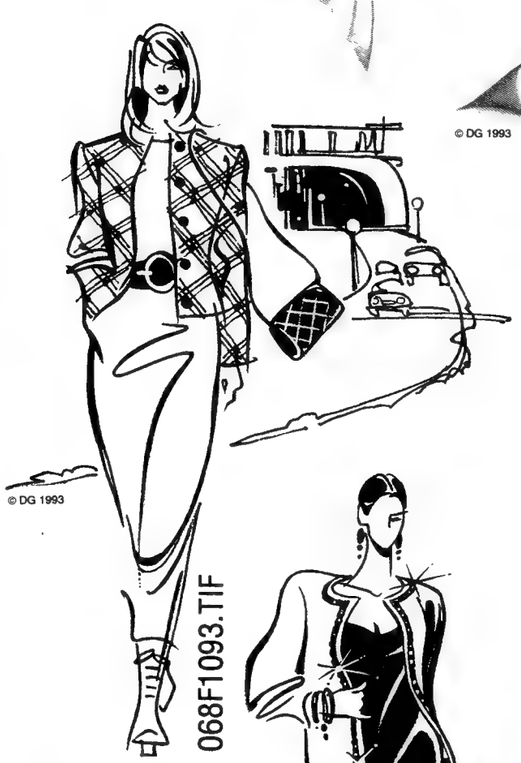
067F1093.TIF



068F1093.TIF



148F1093.TIF



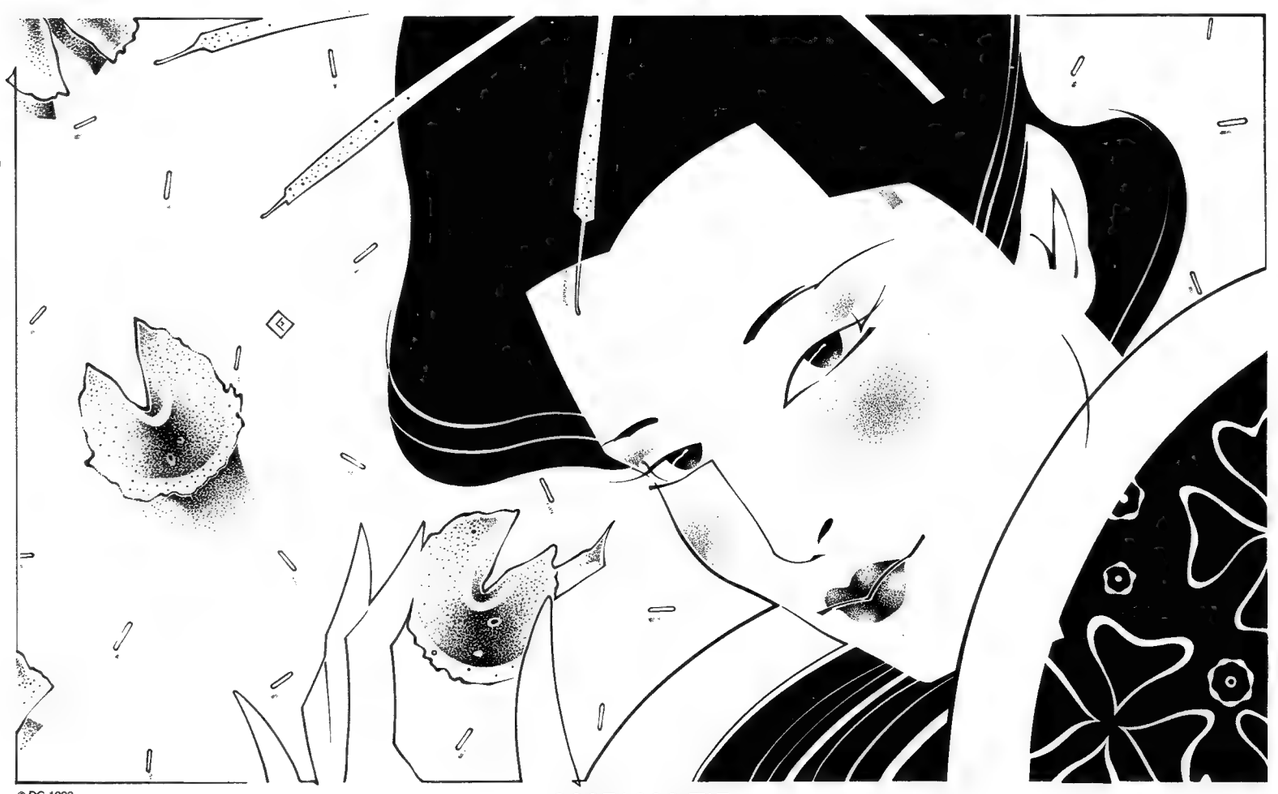
068F1093.TIF

070F1093.TIF

069F1093.TIF

067F1093.TIF

147F1093.TIF



066F1093.TIF

071F1093.TIF

Note: Numbers identify images for Electronic PMS subscribers.

The biggest challenge you face on your vacation this year shouldn't be the price.

CONTINENTAL TRAVEL AGENCY
1265 North Oakland Avenue • Phone 555-9054

Staying Focused

You'll never reach your destination if you take your eye off the ball.

When the goal is securing your financial future, don't take any chances. You need our seasoned professionals behind you every step of the way with investment advice and strategies to make the most of your money. Set your feet on the road to prosperity. Attend a free, no-obligation seminar at our offices on Friday, October 8, from 7 to 9 p.m.

ROANOKE INVESTMENTS
1395 Southeast Fordham • 555-3726

DON'T TAKE OFF WITHOUT IT.

It never fails. You leave for your dream vacation, and your glasses break. Wouldn't it be great to have a spare pair? Then see us before you go!

MIDCENTRAL OPTICAL CENTER
Carmello Shopping Center • Open M-S 9-8, Closed Sunday

Great Performance Demands the Right Equipment

Efficient office practices make or break a business. And the latest, most cost-effective office equipment and supplies are here at your fingertips. Just call 555-7251 for fast phone orders delivered to you the very same day!

GENERAL BUSINESS OFFICE SUPPLIES
859 North Main Street • Open Monday-Saturday, 8 a.m.-8 p.m.

MAKE A BIG HIT WITH THOUSANDS OF PEOPLE EVERY DAY!

To Advertise In The Daily Pantagraph Call Today 555-3960

Hey, pardner! Tired of bouncing all over the place? Maybe you need new shocks. Call 555-2323 for help.

TODD'S GARAGE
2918 S. Sandberg Street

Survival of the fittest

Test your nerve Sunday, October 3. Our Add-It-Up Sale starts with a 20% discount, then reduces prices by 10% every hour from 1 to 6 p.m. If you hesitate, you lose!

Ann's Boutique
3602 S. Remington Road

RELIEVE THE PAIN RESTORE THE MOTION

ANDERSON CHIROPRACTIC CLINIC
Luthy Plaza
Suite #217
555-8373

Play It Safe!

Don't Drink And Drive. Be The Designated Driver For Your Friends This Weekend!

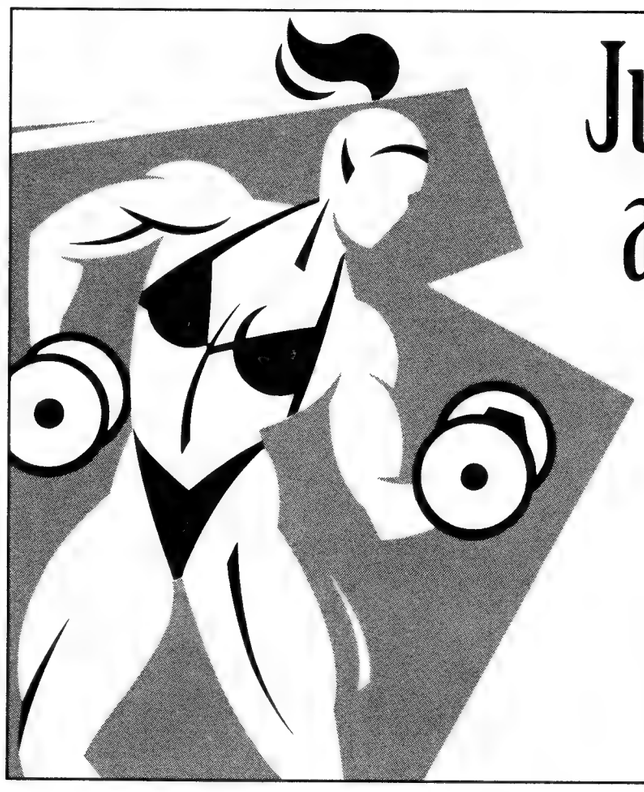
MITCHELL DISTRIBUTING
1265 Oakland Avenue

Stay on Top of the Game

Cutting-edge equipment and our same-day service keep us one step ahead!

Because we sell more computers than any other area retailer, it gives us the power. The power to offer the lowest prices on all our computers and peripherals. The power to give you expert repair service within 24 hours. See what that power can do for your business.

National Computer Service & Sales
8309 W. Pomadoro Lane
555-5650 or 1-800-555-3033



Just ooohs and ahhs...no ifs, ands or buts about it

To get the body you want you have to eat right *and exercise*. Working out at home is easy if you have the right equipment. Find just what you need from our huge selection of treadmills, home gyms, weights, exercise bikes, and athletic clothing and footwear.

Ben & John's Sporting Goods
2759 North Pinecrest Parkway • Phone 555-4692

023F1093.EPS

021F1093.EPS

150F1093.EPS

021F1093.EPS

152F1093.EPS

151F1093.EPS

025F1093.EPS

023F1093.EPS

022F1093.EPS

026F1093.EPS

027F1093.EPS

025F1093.EPS

024F1093.EPS

022F1093.EPS

025F1093.EPS

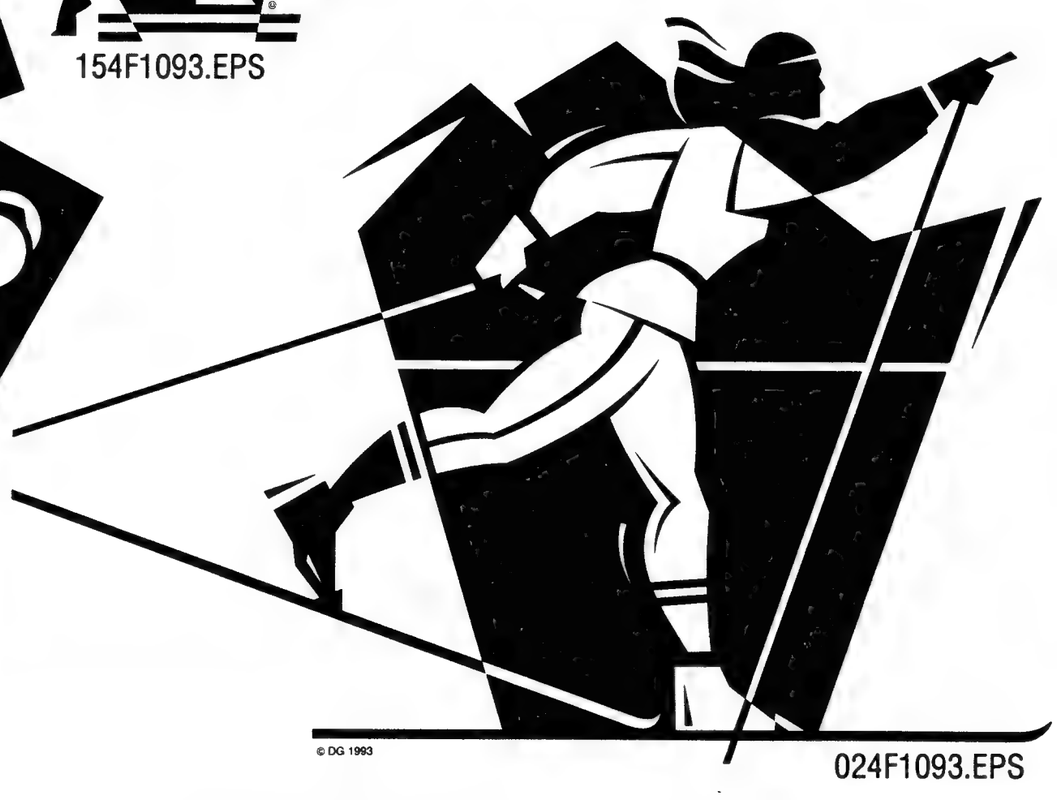
155F1093.EPS

154F1093.EPS

153F1093.EPS

027F1093.EPS

026F1093.EPS



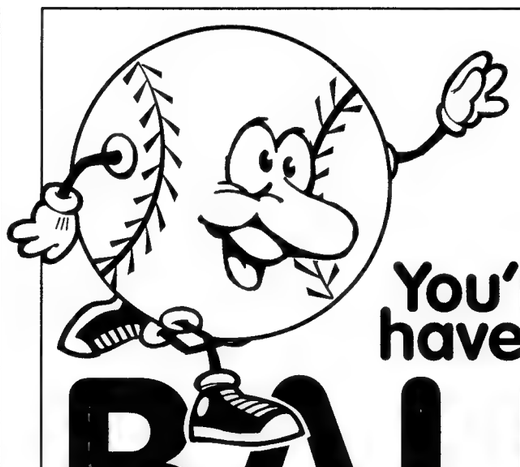
024F1093.EPS

Note: Numbers identify images for Electronic PMS subscribers.

SPEEDY
DELIVERY

Try our Speedy Lunch Specials.
Your order arrives within 15 minutes or less, or it's ***free!***

Morelli's Restaurant
1612 Knoxville Dr. • 555-9889



You'll have a
BALL

Jeremy's Sports Bar and Grill
5905 West Lincoln Ave • 555-5009
Catch the World Series on our big screen TV!

YOU DON'T WANT TO SEE ME

Practice fire prevention. "Fireproof" your home by making sure all matches, lighters, and flammable chemicals are stored where little hands can't reach them. Plan a fire escape route, and hold fire drills with your family. And make sure your fire insurance coverage is up to date with our FireSafe insurance review.

Masterson Insurance · 555-9876

DISCOVER

40% savings

It's a whole new world of bargains

"Celebrate The Sound Of Savings" Apr. 91 PMS

OKTOBERFEST 93

CELEBRATE THE SOUND OF SAVINGS!

October 1-9
Save and celebrate! Oktoberfest kicks off Friday, Oct. 1, from 7-9 p.m., with a live German band and free bratwurst!

Experience Fall Savings
Whether it's a special birthday, an anniversary, or just because, find the perfect gift at 15-45% off our regular low prices!
Gifts Galore
555-3423

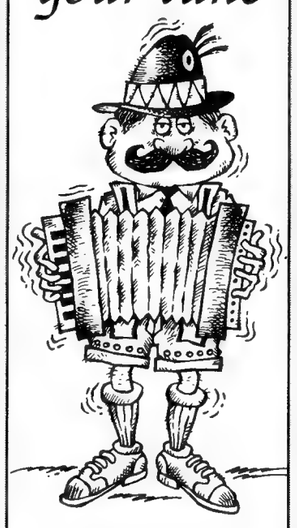
copies •
supplies •
fax machine •
24-hour service •
Image Express
Open M-S 8-7 • 555-2010

CATCH THE SAVINGS
(catch the fun)
10-40% off all in-stock car stereo components, October 1-8, 1993
Don't miss out!
BLAIR AUDIO
M-S 10-9

GET IN STEP...
with today's styles!

✿The Denim Den
Mon.-Sat. 9-9, Sun. 12-5

We're playing your tune



- Daily Lunch Specials
- Live Music Weekends
- Thursday Happy Hour
- Outdoor Beer Garden

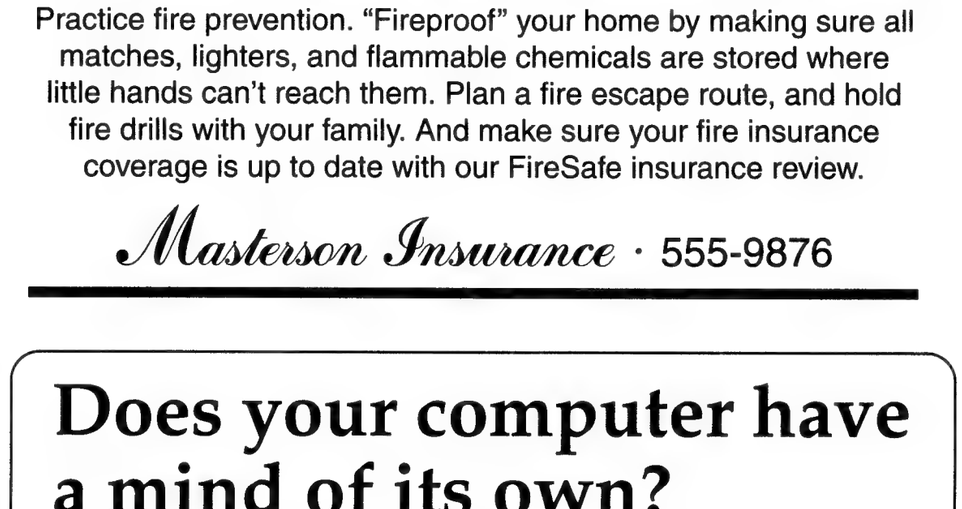
Edgar's Pub
Open Daily from Noon to 1 a.m.

m **Mason Plaza**
508 N. Cypress • 555-4600

Does your computer have a mind of its own?

Your computer *never* breaks down – until you've got a major deadline to meet, or an impatient client who wants *his* job done *yesterday*. Not to worry. Our staff of expert repair technicians is on call 24 hours a day, seven days a week, 365 days a year to take care of all computer repair needs right away. Let your computer know who's boss. Give us a call!

The Quick Fix
COMPUTER REPAIR
707 N. Pine St.
555-3062



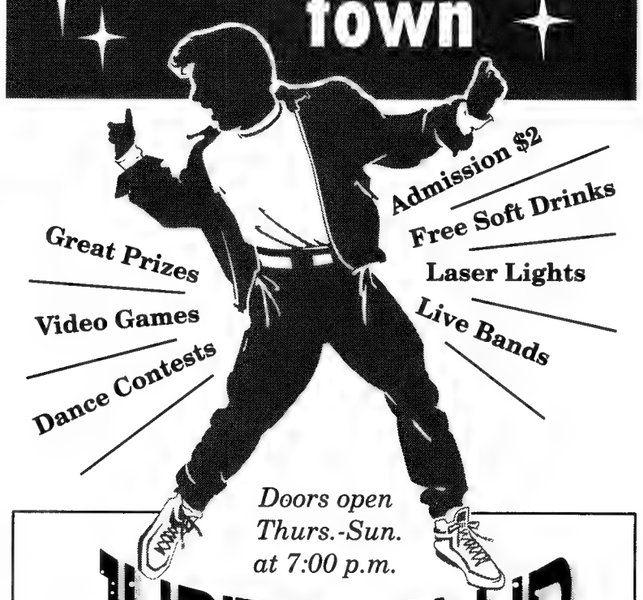
Dancing teen in clothing store ad, left, cropped to remove pizza from right hand, then figure repeated in screens of black. Pizza and hat cropped from figure in teen club ad, below right.

We're reaching out to serve you better

Caring for your health is easier with PharmaNet. This network links your medical records with 500+ pharmacies nationwide, allows you to fill prescriptions away from home, and prevents adverse drug interactions. Now, doesn't that feel better?

J's Pharmacy
400 S. Main • 555-5645

Check out the hottest spot in town



Admission $2
Free Soft Drinks
Laser Lights
Live Bands
Great Prizes
Video Games
Dance Contests

Doors open Thurs.-Sun. at 7:00 p.m.

JUPITER CLUB
The place to be for the under 21 crowd!
6001 N. Burnham Blvd.

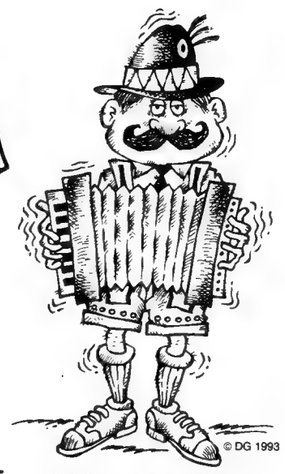
065F1093.TIF

058F1093.EPS

061F1093.EPS

158F1093.TIF

058F1093.EPS



063F1093.TIF

063F1093.TIF

061F1093.EPS

062F1093.TIF

157F1093.TIF

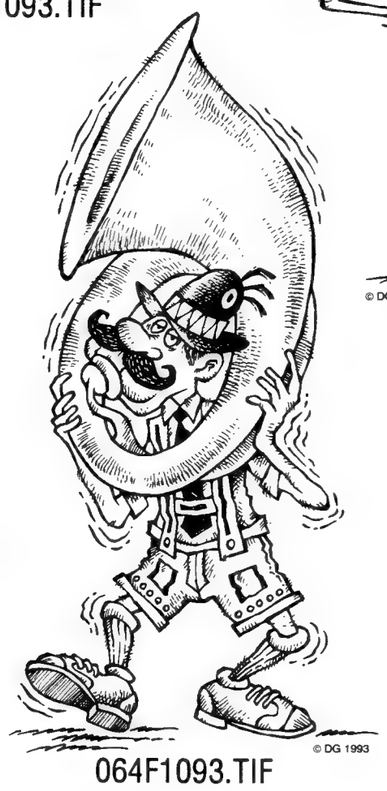
062F1093.TIF

063F1093.TIF

061F1093.EPS

064F1093.TIF

064F1093.TIF



064F1093.TIF

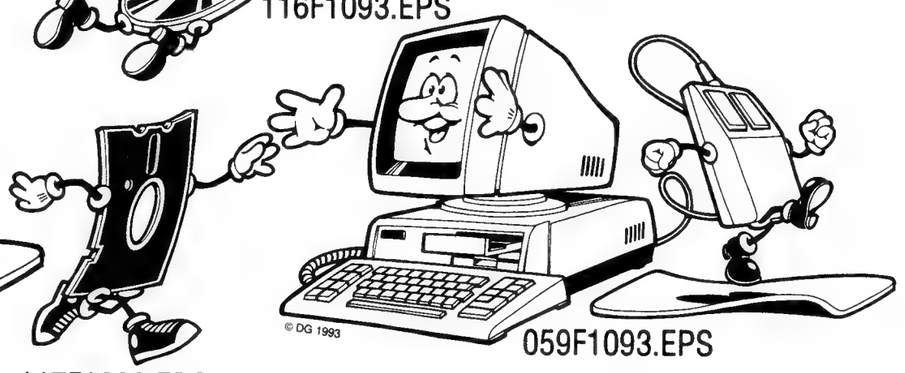
060F1093.EPS

060F1093.EPS

116F1093.EPS

116F1093.EPS

059F1093.EPS



059F1093.EPS

117F1093.EPS

117F1093.EPS

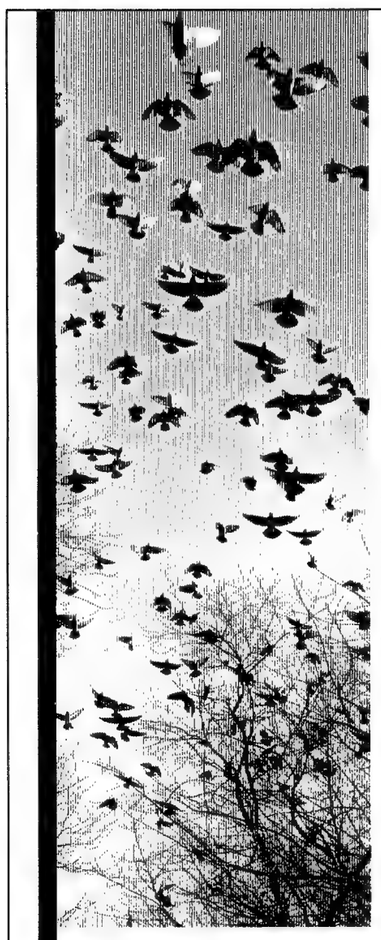
Note: Numbers identify images for Electronic PMS subscribers.

There's a Madness to our Methods...

Check our our crazy low prices! Save an additional 50% on all previously reduced clearance items thorugh October 31st.

Special sale hours 8 a.m. - 9 p.m.

Warner Furniture
Pinewood Plaza 555-8745



Selection is soaring since we added a new wing

You know which direction to head if you're looking for 15 great new stores and a fabulous food court. Head for the grand opening of our new wing this weekend and check out a wide selection of clothes, shoes, appliances, music, and much more!

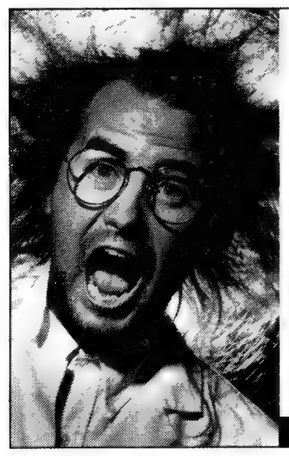
SOUTHBROOK • MALL •

Floral border May 93 PMS

She's changing before your eyes

Soon she'll be a junior high student...then a high school student...then a graduate...then she'll be ready for college. Will you be ready? Start a college savings account with a $25 deposit and earn dividends on the highest continuing balance for the month. Start saving today and you'll both be ready for college before you know it.

First Financial Savings • 3393 S. Archer • 555-5556

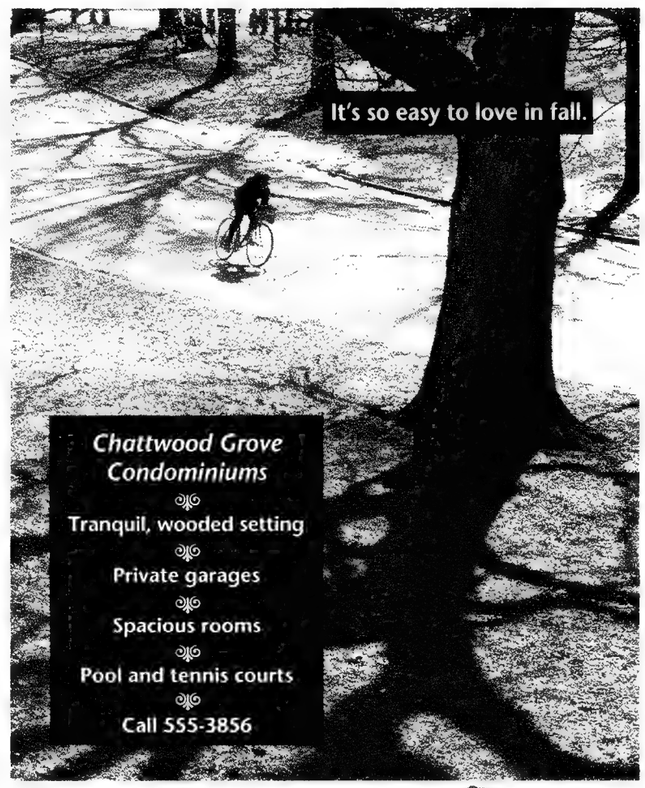


The cost of a major overhaul can be absolutely shocking!

Don't tear your hair out over high prices. Take advantage of our October Special:

20 Point Checkup & Oil Change
$17.95

Jim's Autobody • 4378 Sheridan Road • 555-4184



Chattwood Grove Condominiums

Tranquil, wooded setting

Private garages

Spacious rooms

Pool and tennis courts

Call 555-3856

It's Handy Sam's

"MORE POWER" TOOL SALE

Cordless power screwdriver only
$9.99

All CraftBoy tools and accessories
25% off

Deluxe drill bit set for only
$19.99

October 9 *Only*
8:00 a.m.-7:00 p.m.
4590 N. Fedder

See Dad go **WILD** *on October 9th!*

Cut yourself a SPOOKTACULAR meal deal!

Get $2.00 off our Friday Lunch Special
(Offer expires 10/31/93)
Bill's Bar & Grill
1203 Main St.

CITCO Credit Union
1311 Main St.
(311) 555-9853

Today, the most successful financial transactions grow out of good customer relationships.

YOU'RE IN FOR AN Electrifying EXPERIENCE

If it turns on or plugs in, find it in our appliances department. Our selection is so large and our prices are so low – it's shocking!

One week only, Oct. 10-17 save **30%** on selected games, toys, appliances

Norwood's Variety
2890 Veteran's Pkwy • Open M-S 10 to 9

Grad screen Dec. 89 Clipper

RIDE LONG ENOUGH AND THE SPARE TIRE DISAPPEARS.

(We're referring to your extra equipment, not the bicycle's.)

HYATT FITNESS EDUCATION CENTER
560 Prospect Avenue • 555-6484

Birds of a feather... ...party together!

Everybody's flocking to our sixth annual

End of Fall Fling

Friday, October 22
Fulton Plaza, 5:00 p.m.-midnight
$2.00 admission after 8:00 p.m.
Food and beverages available
Featuring: The Blind Venetians

Brought to you by P.A.S.S.

011P1093.TIF

011P1093.TIF

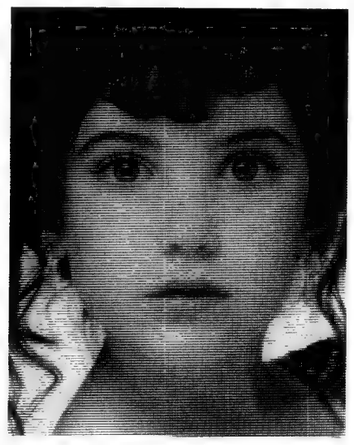
010P1093.TIF

THIS ART IS
PRE-SCREENED. SIMPLY
SHOOT AS LINE ART.

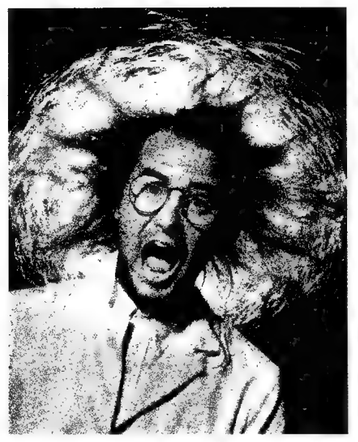
013P1093.TIF

012P1093.TIF

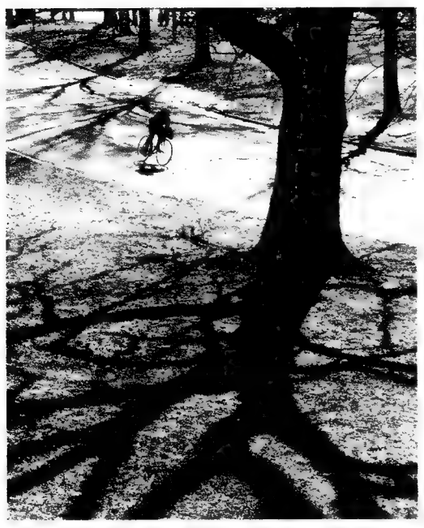
013P1093.TIF



007P1093.TIF

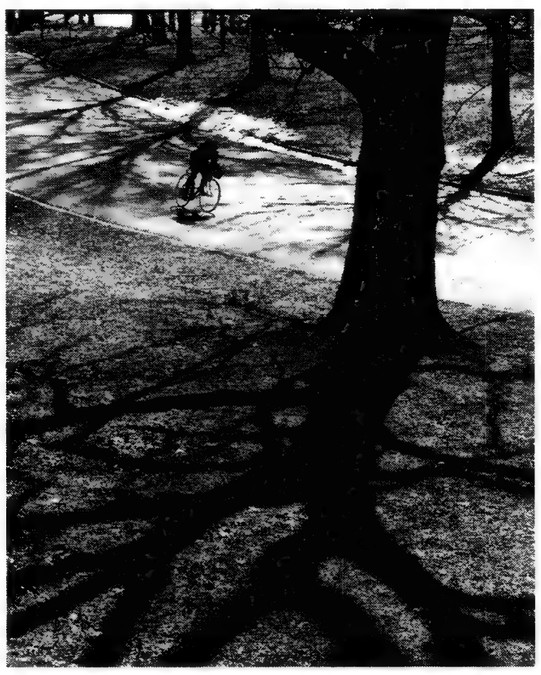


005P1093.TIF

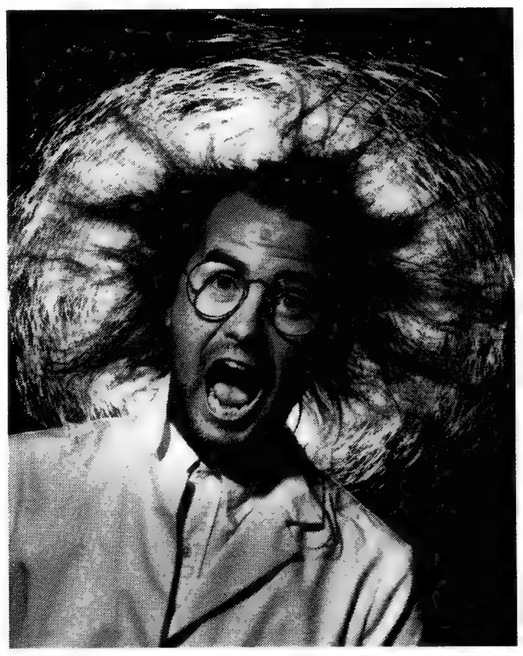


009P1093.TIF

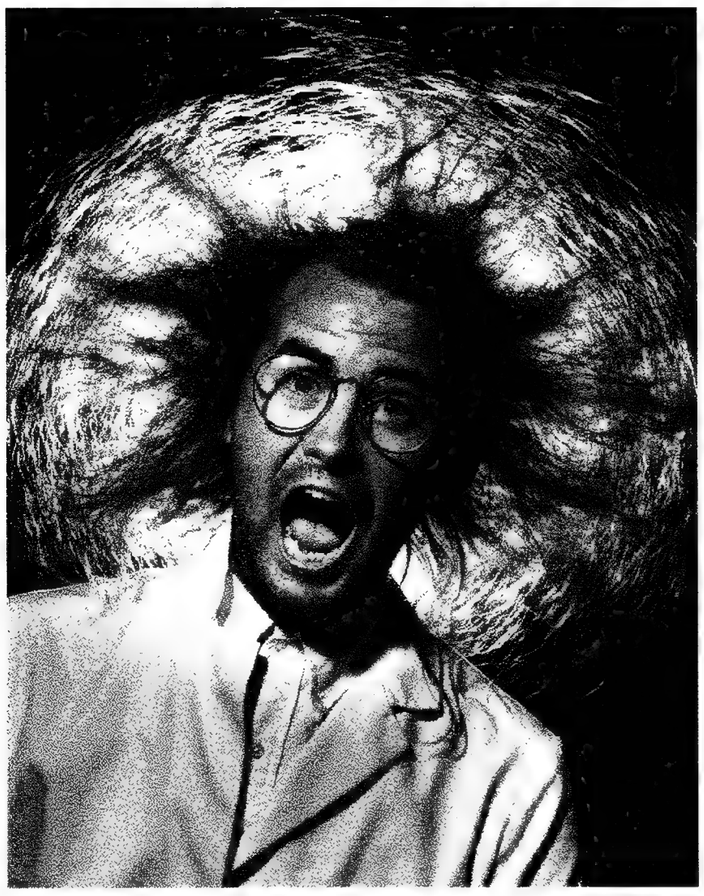
006P1093.TIF



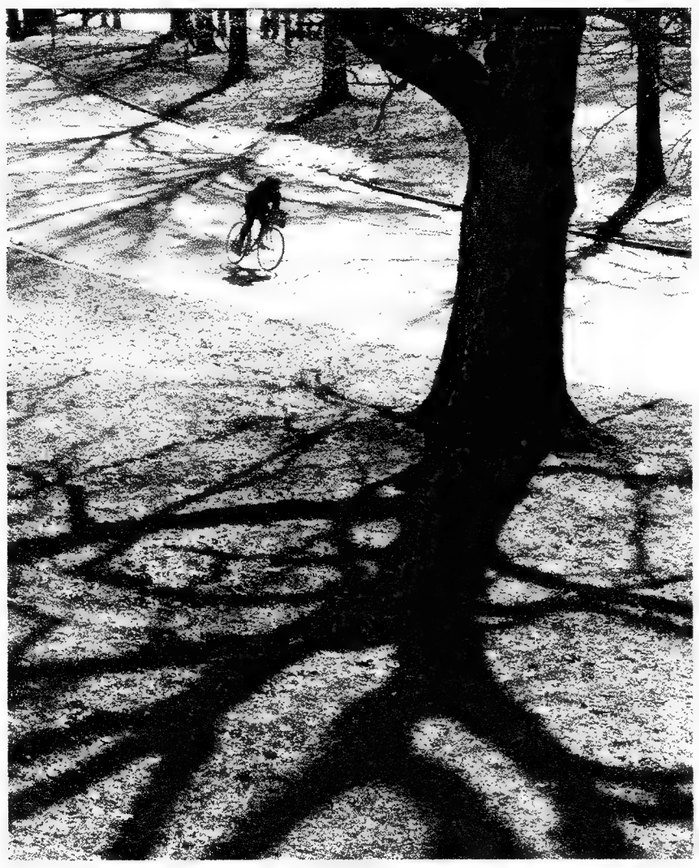
008P1093.TIF



004P1093.TIF



005P1093.TIF

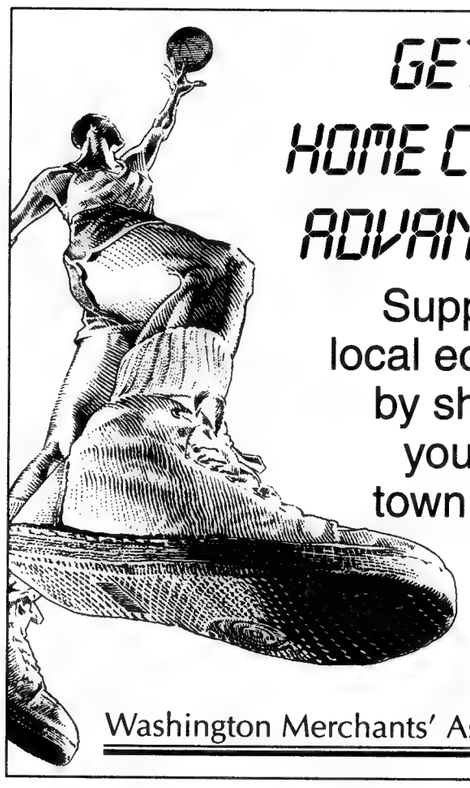


009P1093.TIF

007P1093.TIF

Note: Numbers identify images for Electronic PMS subscribers.

©Dynamic Graphics, Inc. 1993, Peoria, Ill. Print Media Service®



GET THE HOME COURT ADVANTAGE

Support the local economy by shopping your home town stores!

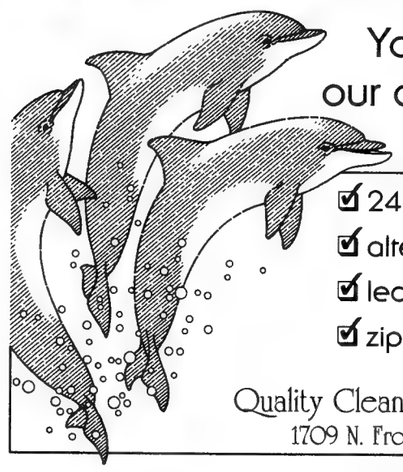
Washington Merchants' Association

NEARBY NIGHTLIFE

Friday
October 22
1993

IN THIS ISSUE:

Hot new jazz group Pete's Perigee to play at Madison



You'll flip over our dependable service!

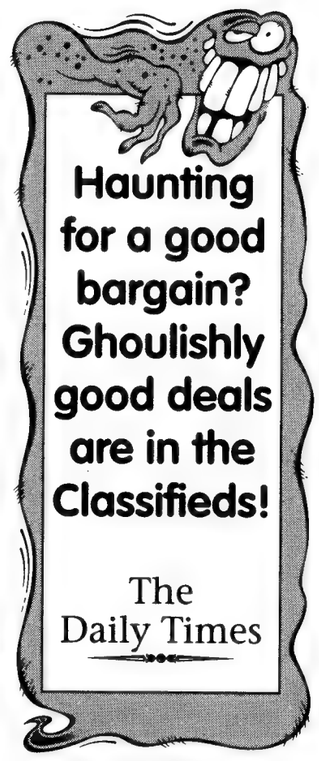
- ☑ 24-hour shirt service
- ☑ alterations & repairs
- ☑ leather & suede
- ☑ zippers replaced

Quality Cleaners • 555-8473
1709 N. Frostwood Hill

Perfectly Natural

Make an easy transition into fall with stylish separates and eye-catching accessories.

Amanda's Fashion Boutique
2130 Sheridan Road • M-S 10-6



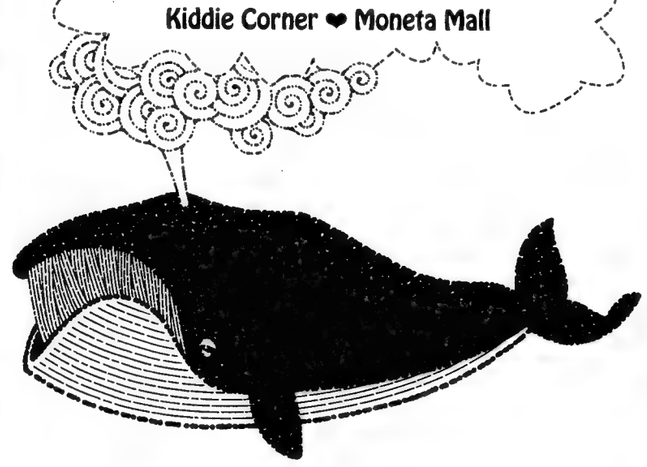
Haunting for a good bargain? Ghoulishly good deals are in the Classifieds!

The Daily Times

We're having a whale of a sale!

Save an extra 30% on already reduced clearance items through October 15, 1993.

Kiddie Corner ❤ Moneta Mall



*"Harvest of Savings" Sept. 88 PMS

HARVEST OF *Savings*

FALL COUPON SUPPLEMENT
OAKVIEW VILLAGE MERCHANTS

• FOOD • FOOD • FOOD • FOOD • FOOD • FOOD • FOOD • FOOD • FOOD • FOOD • CLOTHING • CLOTHING • CLOTHING • CLOTHING • CLOTHING • SERVICES • SERVICES • SERVICES • SERVICES • SERVICES • ENTERTAINMENT • ENTERTAINMENT • ENTERTAINMENT • ENTERTAINMENT

DON'T GET BURNED BY HIGH PRICES!

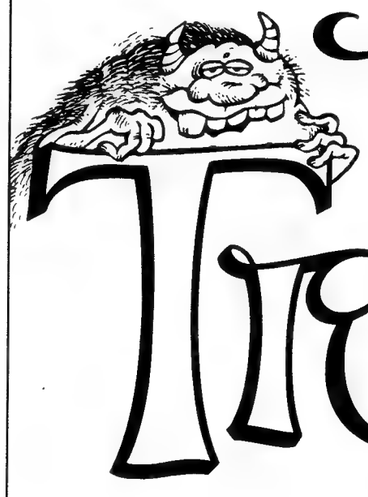
Shop and save from 30 to 80% every day!

➤The Bargain Basement
201 South Lake Street ▪ 555-6413
Store Hours: Sunday 10 a.m.-5 p.m.
Monday-Saturday 8 a.m.-10 p.m.

No wonder your feet are barking – you treat them like dogs! Get some boots (or shoes) that are made for walkin' at our River Days Sale, October 13th-16th!

Men's Dockside dress loafers, in brown, black, or cordovan 25% off	Women's Soft Sole dress shoes in 1, 2, and 3 inch heights 25% off	Children's Little Walkers, sizes 1-4, assorted styles 25% off
Men's Rough Guy steel-toed leather boots in tan or brown $29.99	Women's sandals, assorted styles *50% off clearance price!*	Boys' Kickit high tops in navy/white, red/white, and white $25.99
Men's Running Gear sports shoes in cross training, baseball, and basketball styles 15% off	Women's Super Step aerobic shoes, in low, intermediate, and high-top styles $19.99–$39.99	Girls' patent leather dress flats in brown, black, navy, tan white, and red $27.99

KDK Shoes • 1116 N. Main • M-S 10-8, Sun. 12-5



It's Our Treat

Scaring up some delicious ice cream is easy with this "spooktacular" deal! Now through 10/31/93, bring in these coupons and try all our fiendishly good flavors!

Bob's Dairy Barn • Peckinpaugh Plaza

BUY ONE, GET ONE FREE

Buy one monstrously large double scoop ice cream cone, and get one absolutely free!

Coupon expires 10/31/93

ONE FREE SEVEN OUNCE SAMPLE

Sample these Halloween flavors – Pumpkin Pie, Spooky Strawberry, Monster Mash, Black Cat Licorice

Coupon expires 10/31/93

SAVE 50¢ ON ANY DELUXE SUNDAE

Choose any of our 35 chilling ice cream flavors and add any two of our 22 delicious toppings.

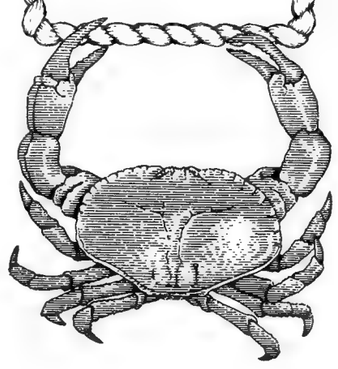
Coupon expires 10/31/93

Rope border Oct. 88 Clipper

IN A PINCH?

ExpressTemps Temporary Service has the help you need to get the work done fast!

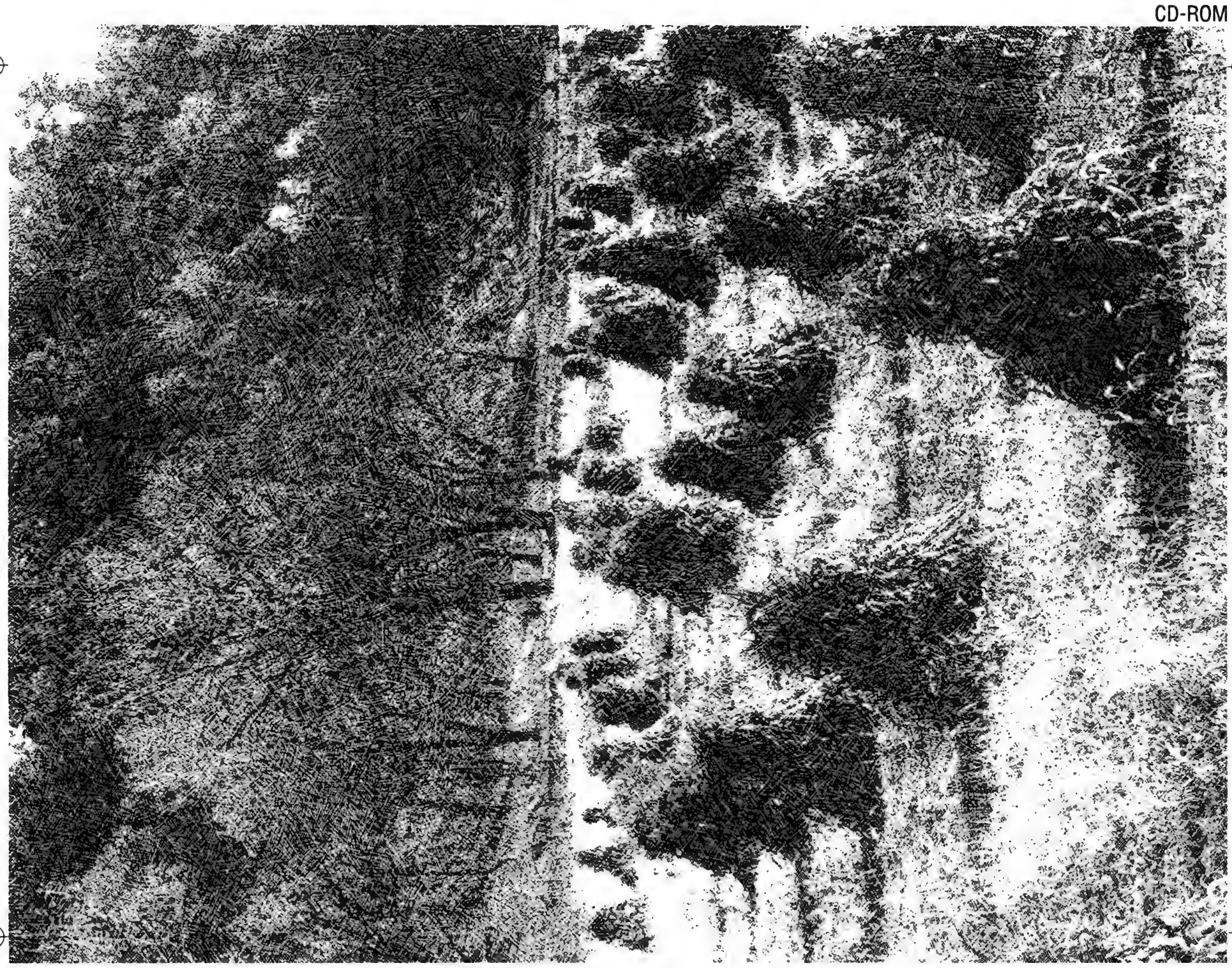
Call 555-5937
Citizen's Bank Building, Suite 200



Experience the magic of a new car with a loan from our Auto Credit Line. Call 1-800-555-LOAN. Our friendly loan officers will process your application over the phone. It's just that easy!

CATCO Credit Union

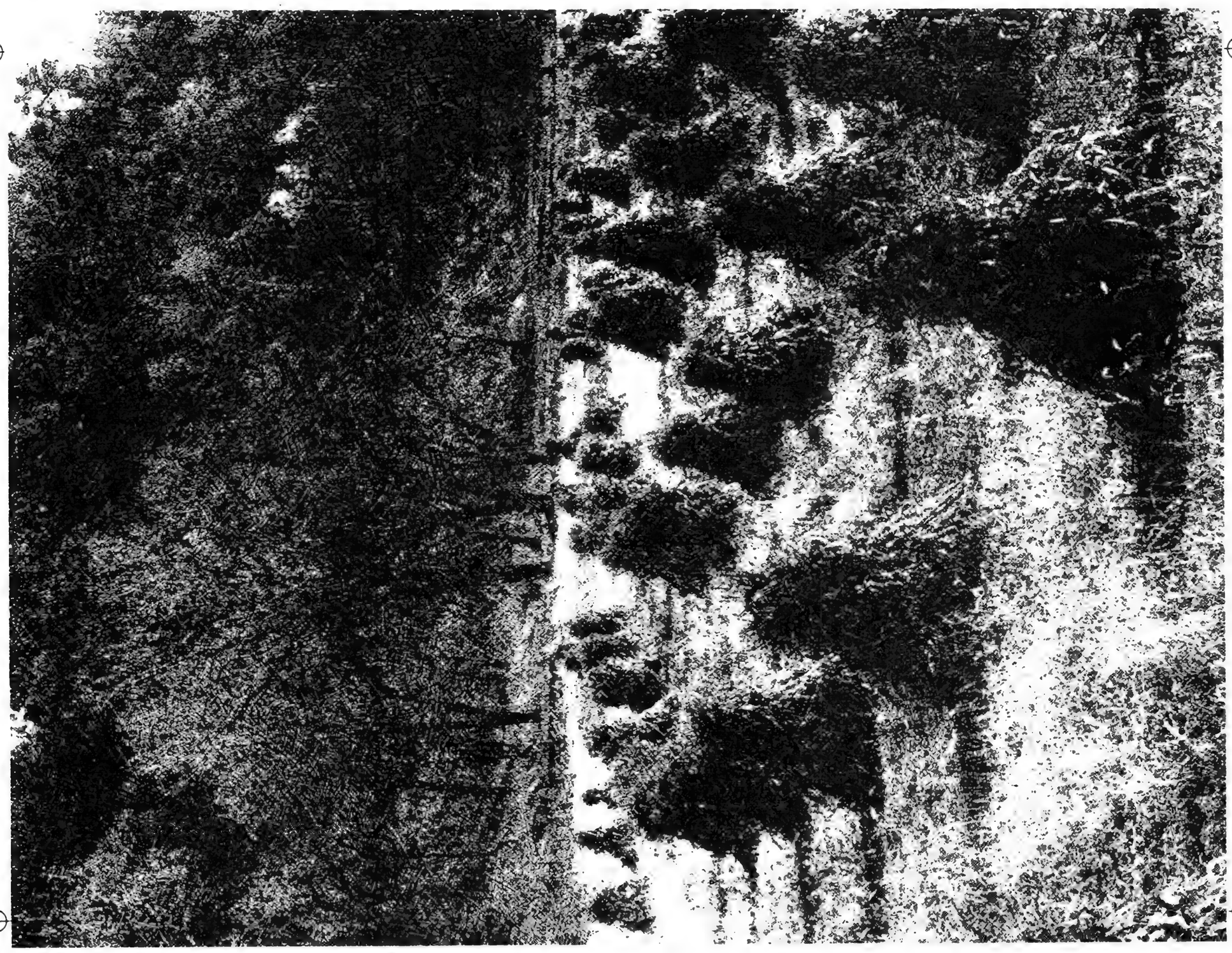
Southernpoint Mall • 555-2378
University Shopping Center • 555-7634
Northwoods Plaza • 555-3490



BLACK PLATE

003D1093.EPS

003P1093.TIF (Gray Scale)



COLOR PLATE

Note: Numbers identify images for Electronic PMS subscribers.

©Dynamic Graphics, Inc. 1993, Peoria, Ill. Print Media Service®

108L1093.TIF

© DG 1993

137F1093.TIF

© DG 1993

138F1093.TIF

© DG 1993

© DG 1993

131A1093.EPS

© DG 1993

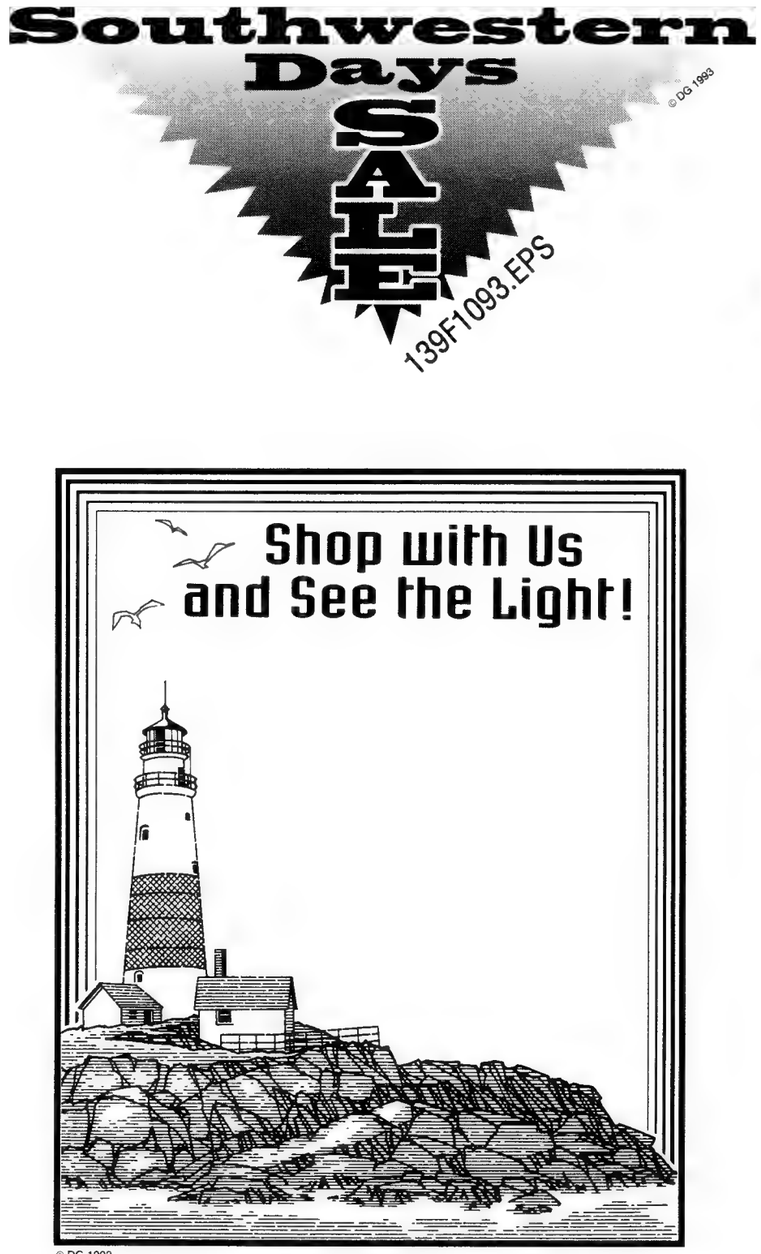
125A1093.EPS

© DG 1993

126A1093.EPS

© DG 1993

130A1093.EPS



© DG 1993

139F1093.EPS

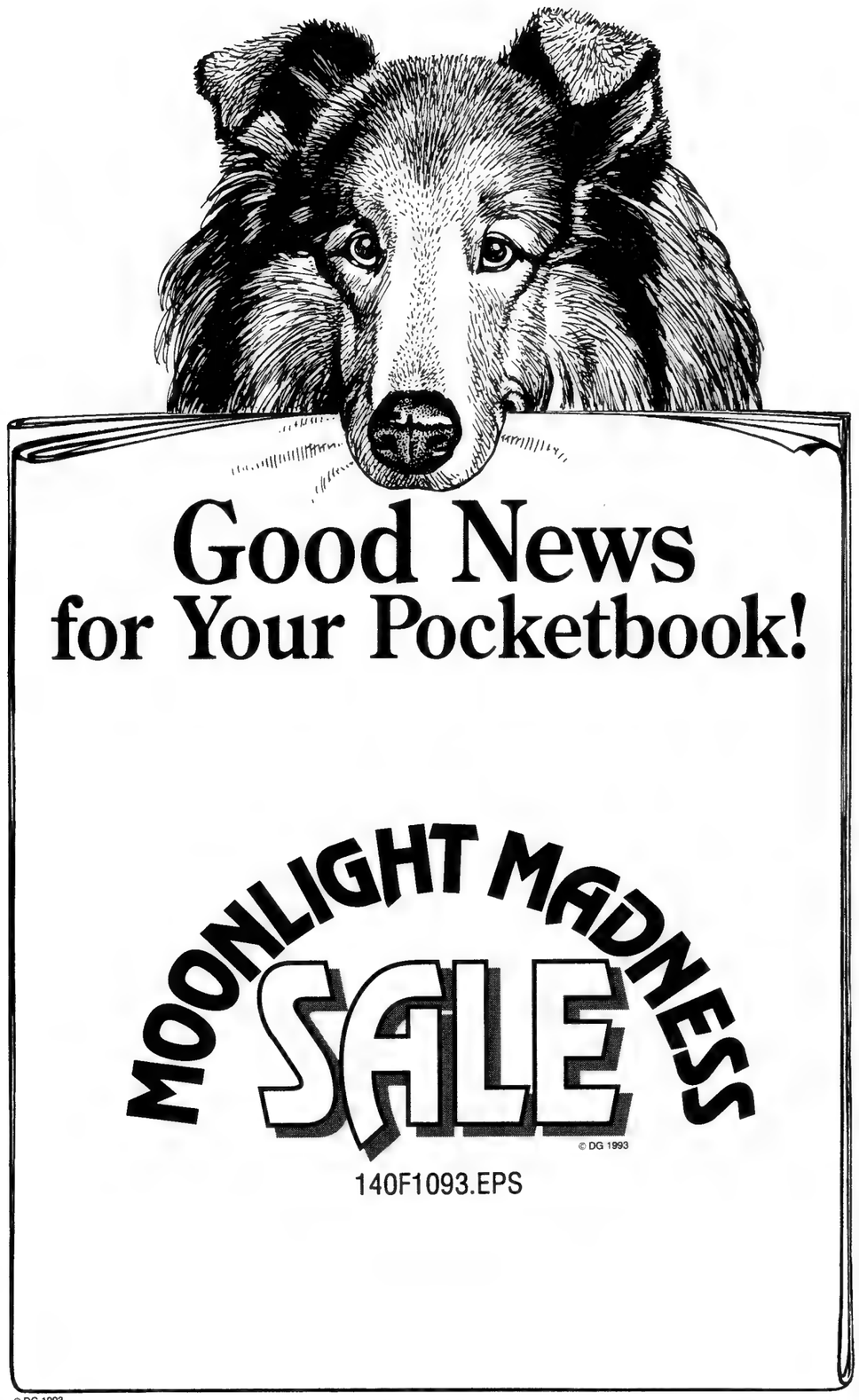
© DG 1993

124A1093.TIF

© DG 1993

109L1093.TIF

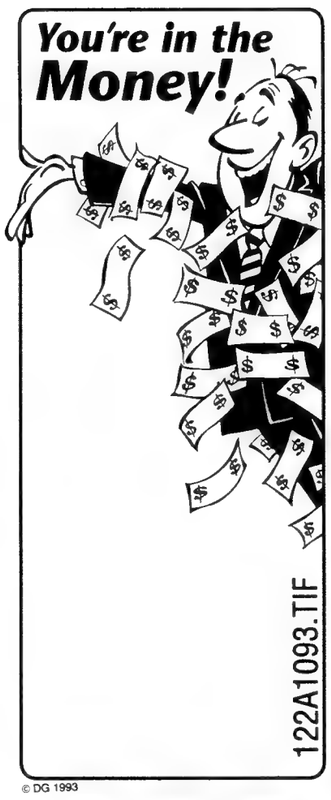
Note: Numbers identify images for Electronic PMS subscribers.



140F1093.EPS

© DG 1993

112L1093.TIF

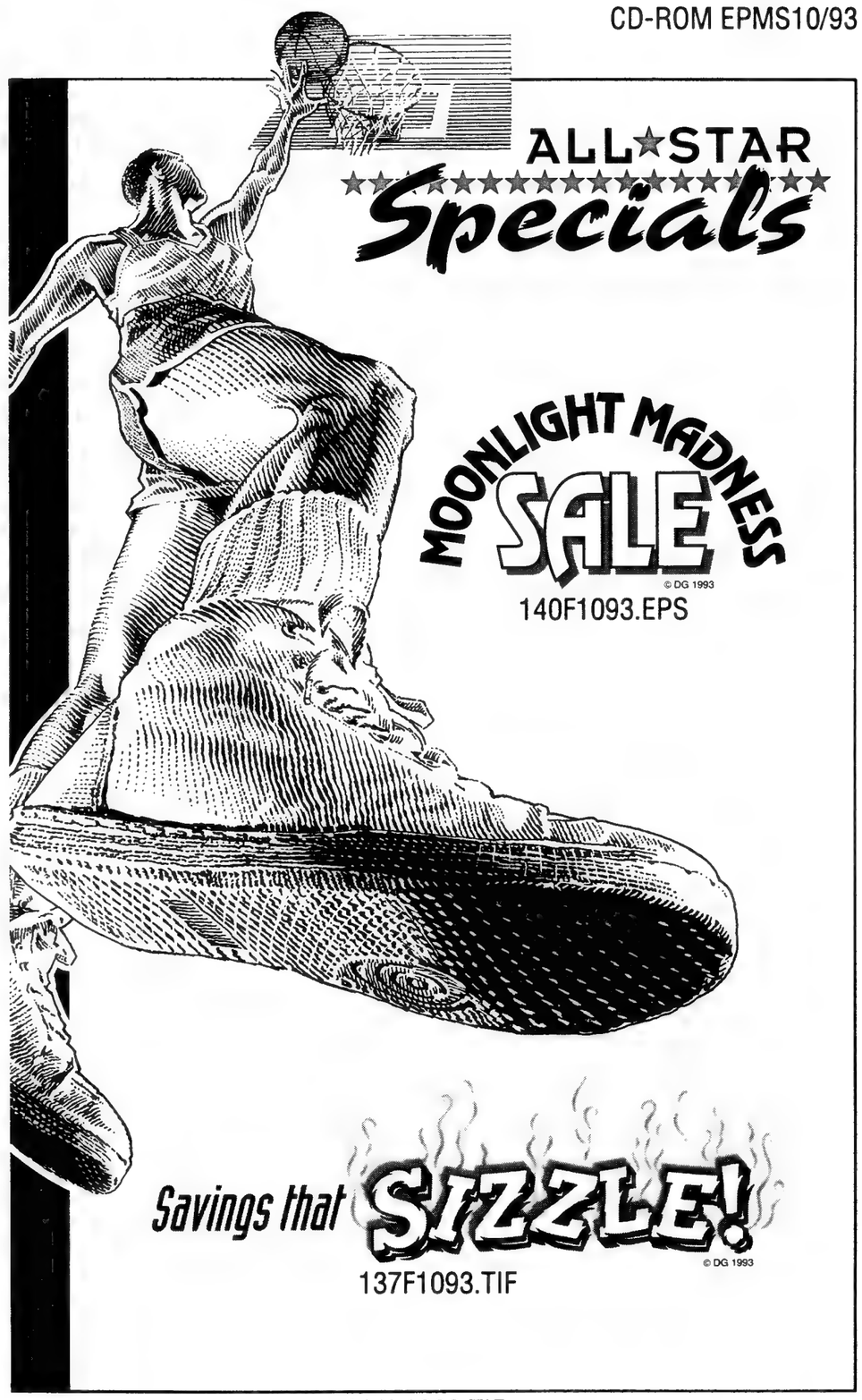


© DG 1993

122A1093.TIF

© DG 1993

121A1093.EPS



140F1093.EPS

137F1093.TIF

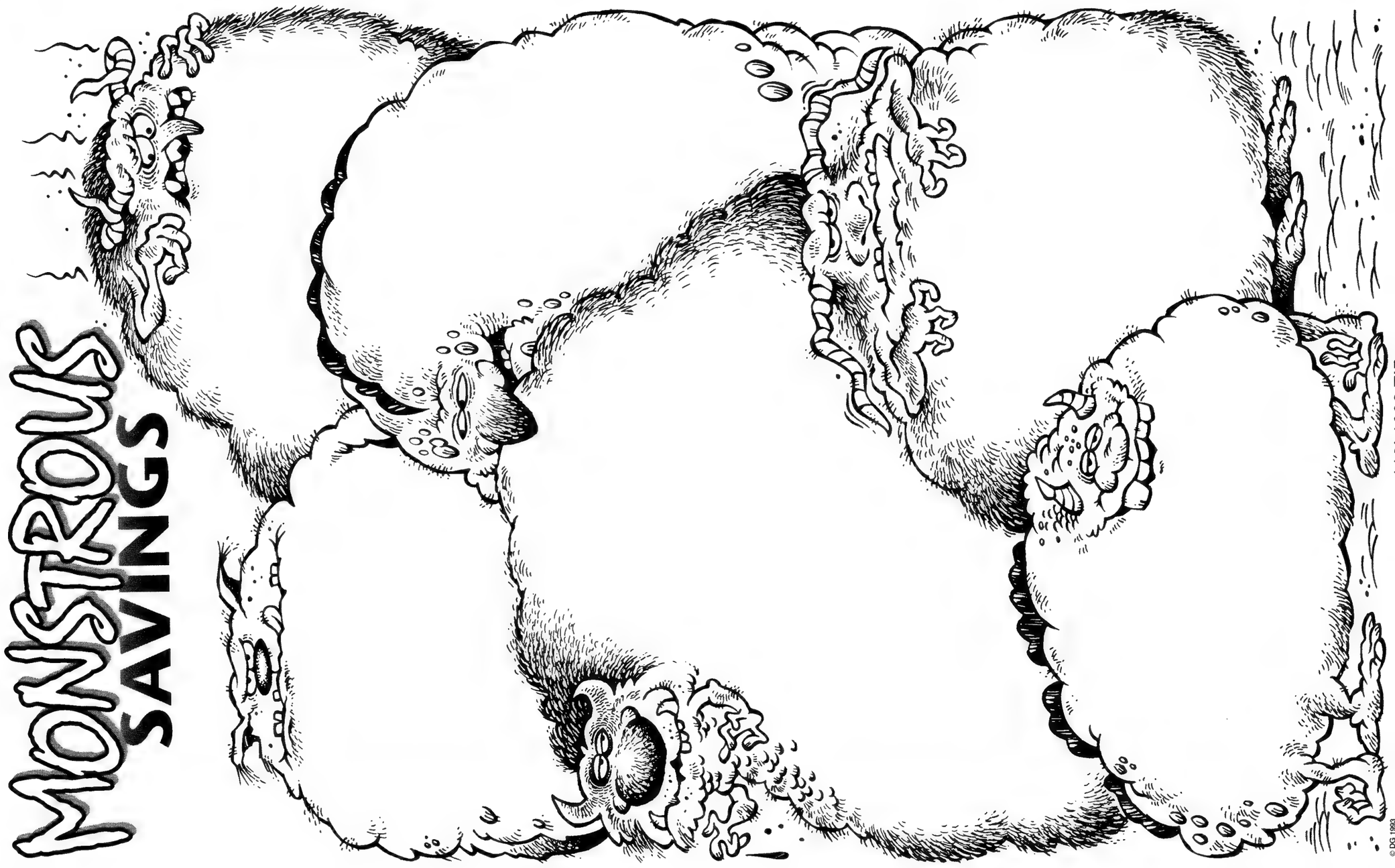
© DG 1993

111L1093.TIF

135F1093.EPS

141F1093.EPS

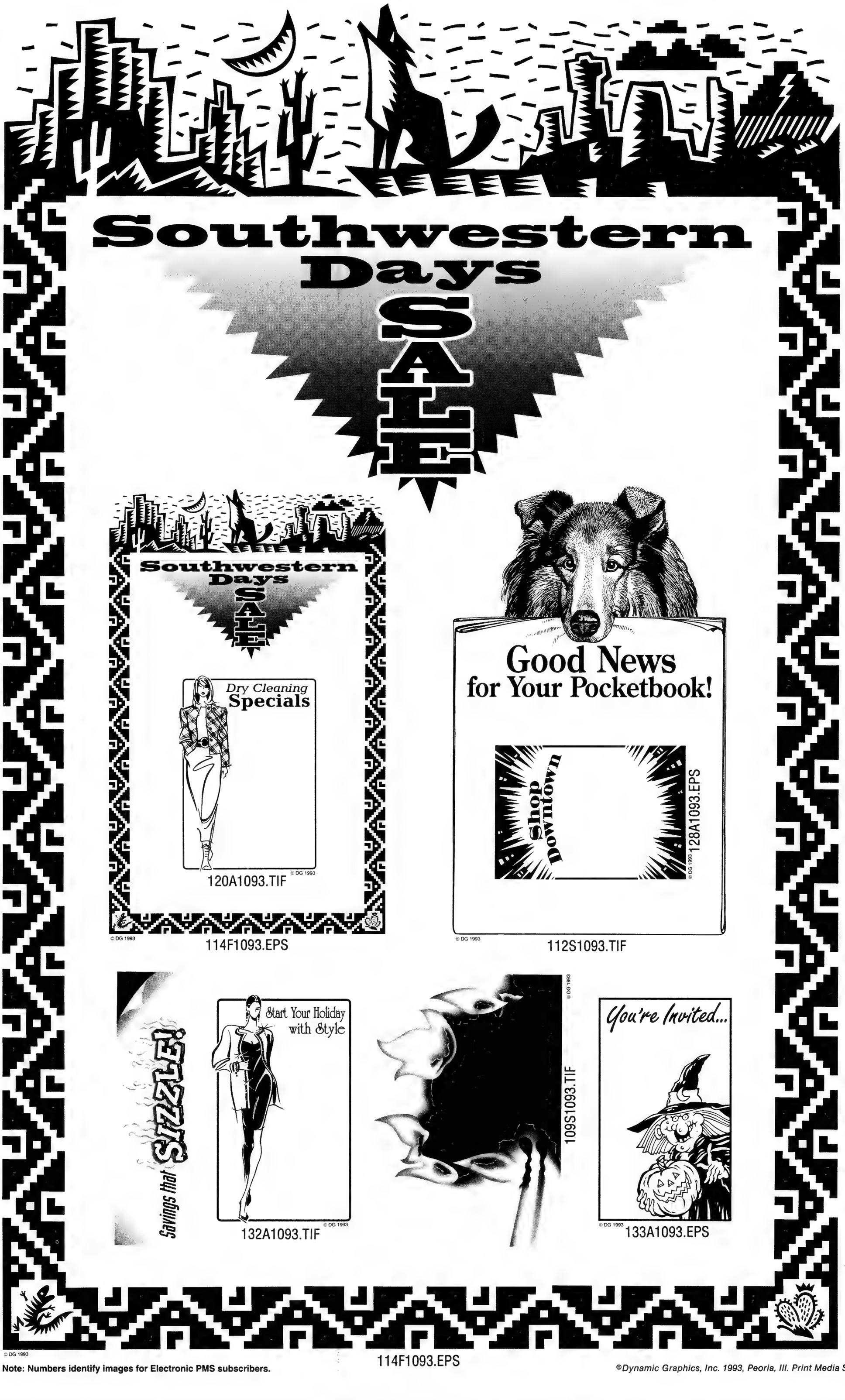
142F1093.EPS



110L1093.TIF

Note: Numbers identify images for Electronic PMS subscribers.

CD-ROM EPMS10/93



© DG 1993
120A1093.TIF
© DG 1993
114F1093.EPS

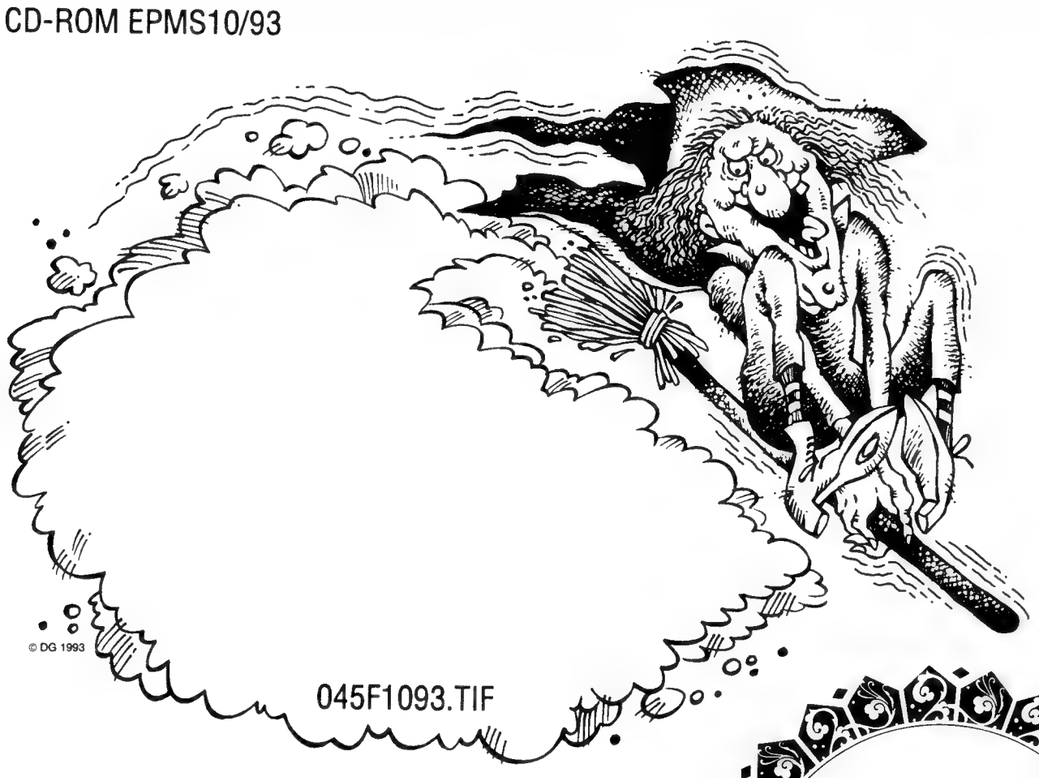
© DG 1993 128A1093.EPS
© DG 1993
112S1093.TIF

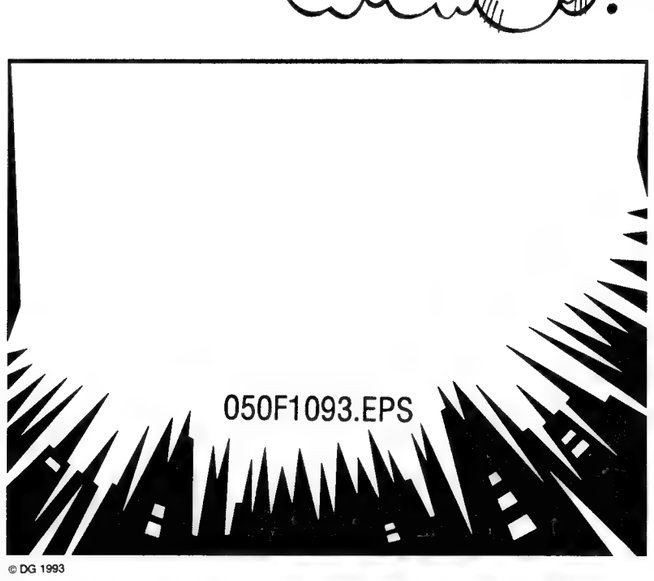
© DG 1993
132A1093.TIF

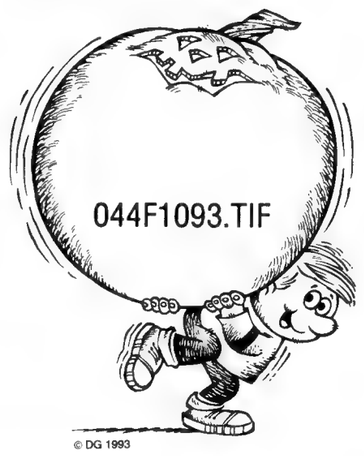
© DG 1993
109S1093.TIF

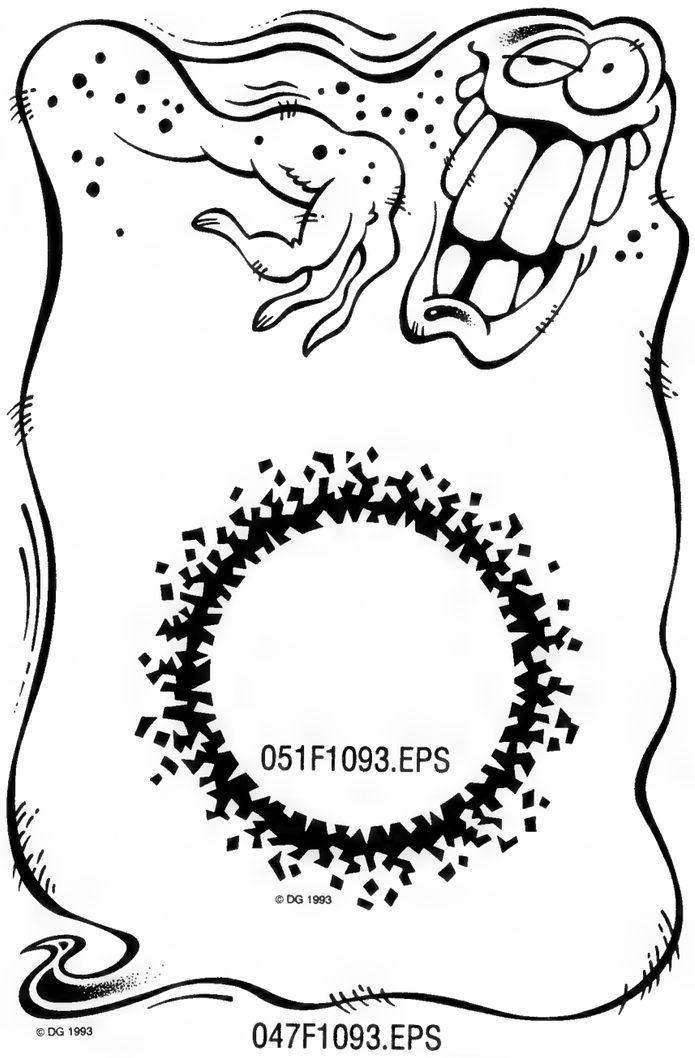
© DG 1993
133A1093.EPS

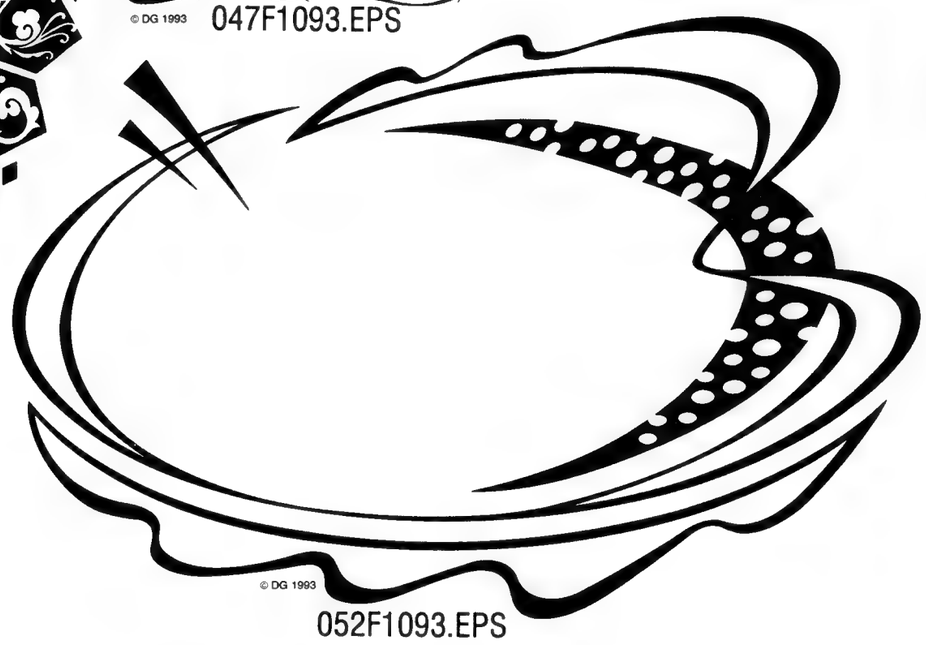
© DG 1993
114F1093.EPS

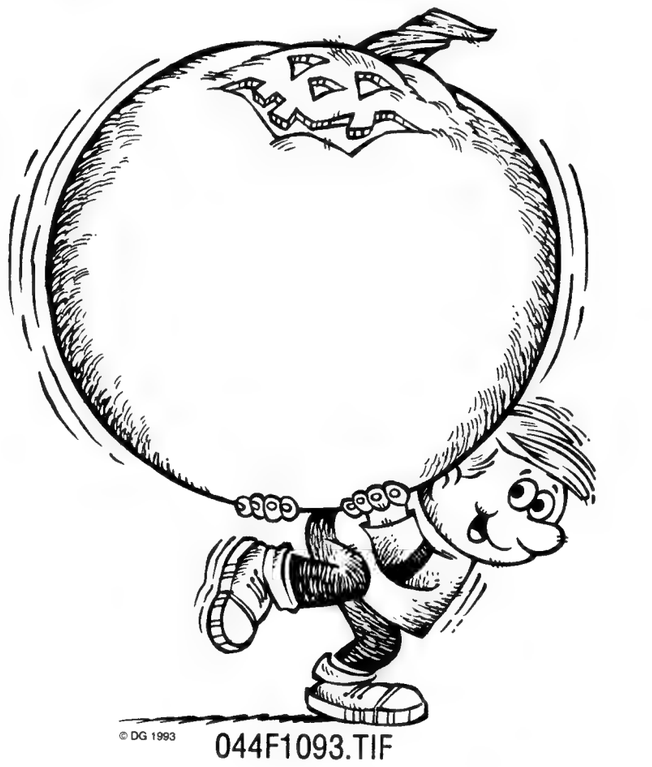


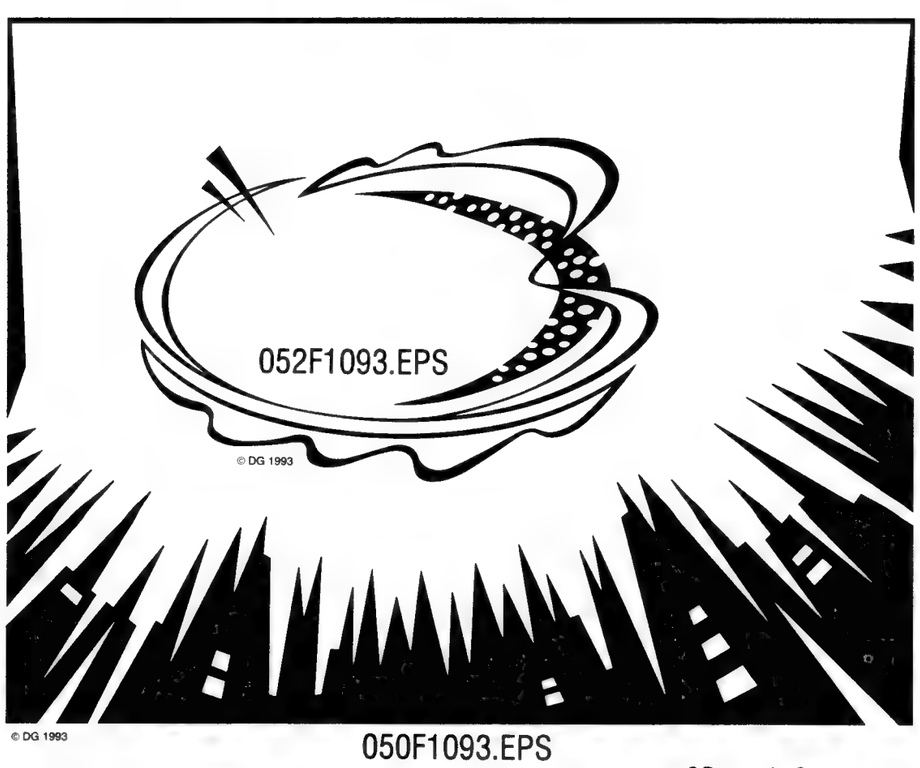


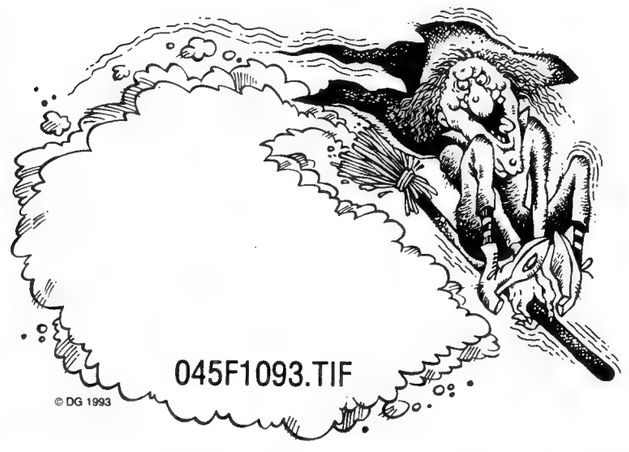










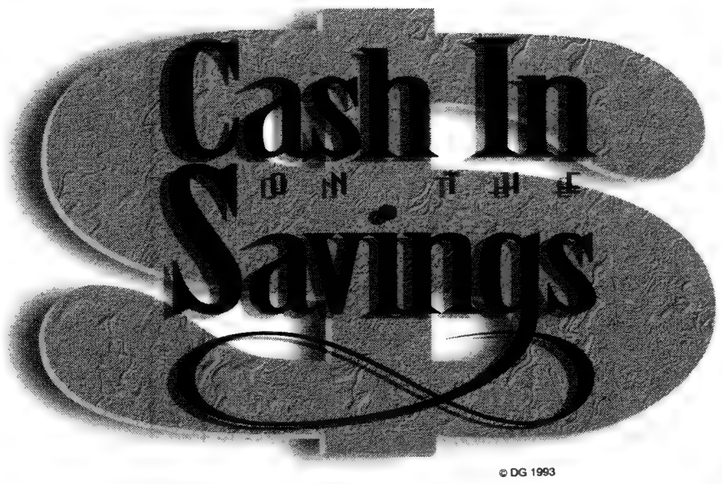


Note: Numbers identify images for Electronic PMS subscribers.

115F1093.EPS

028F1093.EPS

029F1093.EPS

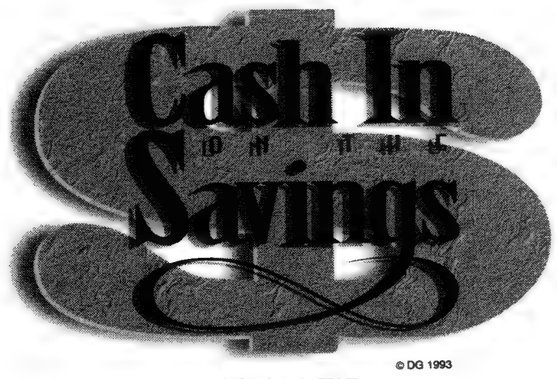


034F1093.TIF

037F1093.TIF

037F1093.TIF

037F1093.TIF



034F1093.TIF

033F1093.EPS

038F1093.TIF

033F1093.EPS

035F1093.EPS

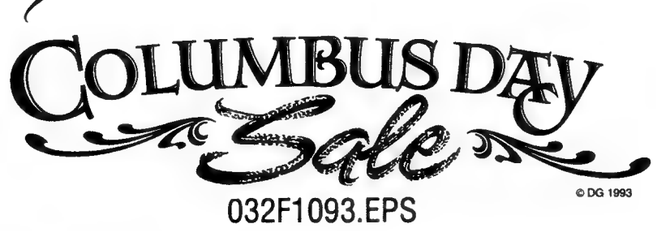
033F1093.EPS

038F1093.TIF

035F1093.EPS

038F1093.TIF

036F1093.EPS

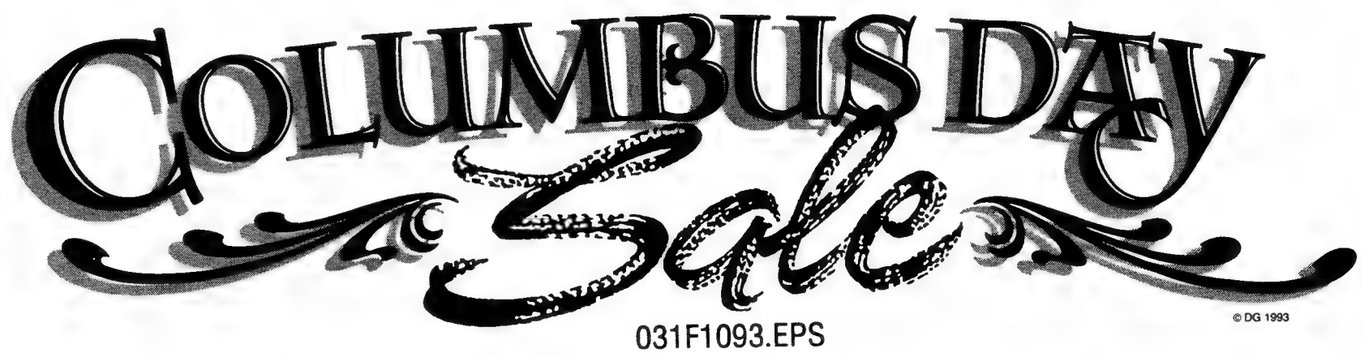


032F1093.EPS

036F1093.EPS

036F1093.EPS

030F1093.EPS

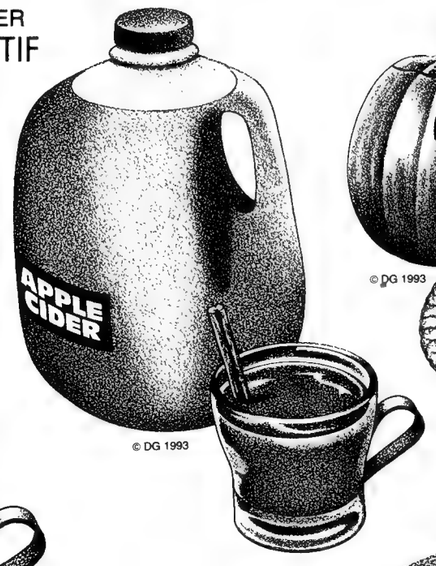


031F1093.EPS

CD-ROM EPMS10/93

APPLE CIDER
095F1093.TIF

© DG 1993



© DG 1993

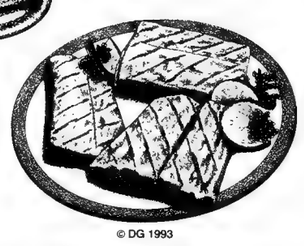
© DG 1993

PUMPKIN PIE
096F1093.TIF

© DG 1993

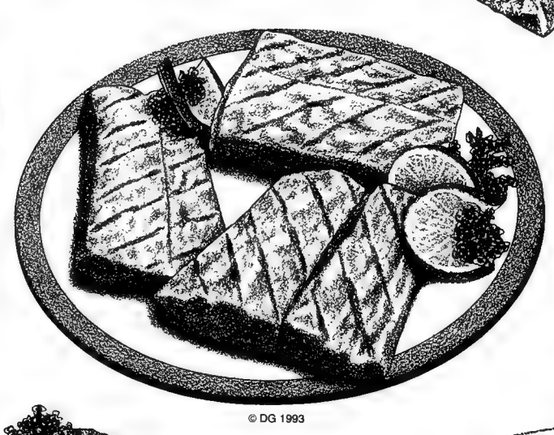
© DG 1993

© DG 1993


© DG 1993

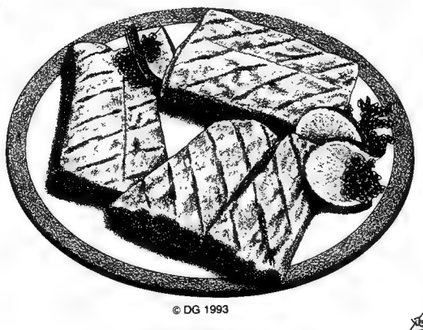
© DG 1993

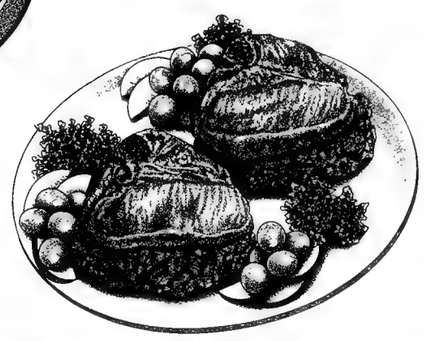
MAHI MAHI
098F1093.TIF

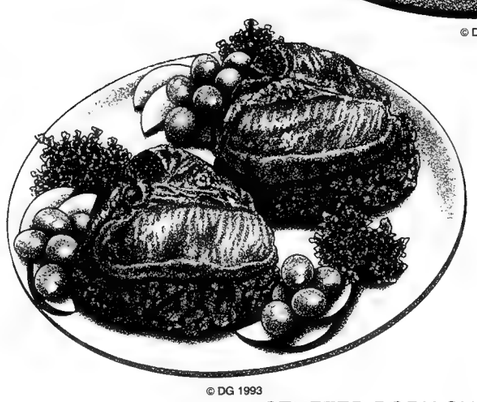

© DG 1993

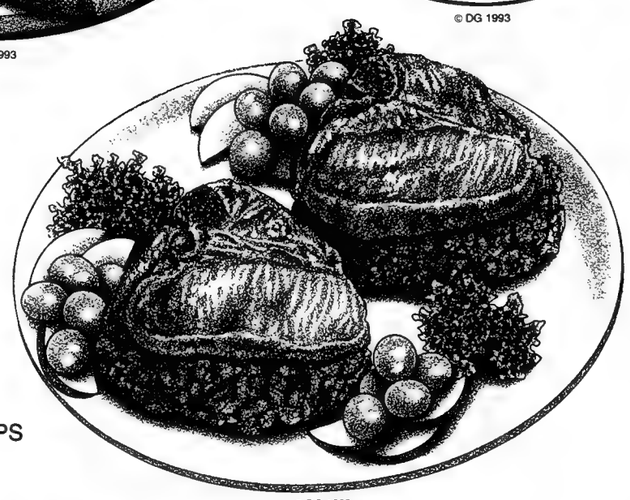
© DG 1993

© DG 1993


© DG 1993

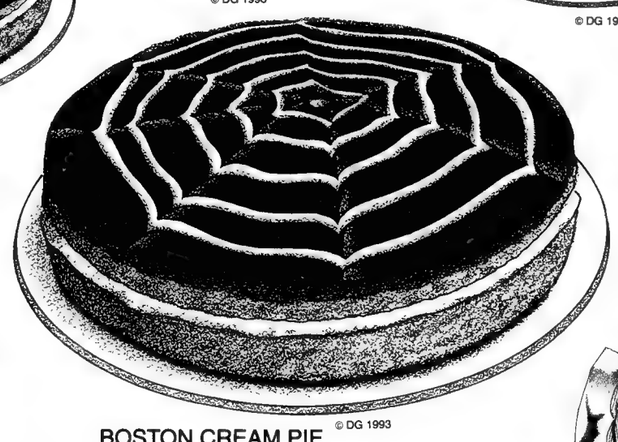

© DG 1993


© DG 1993

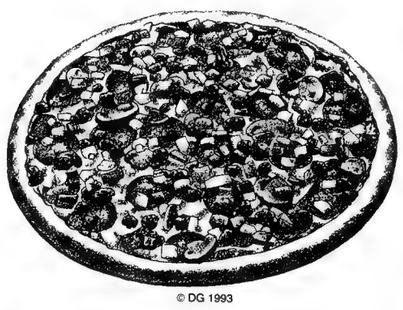

© DG 1993

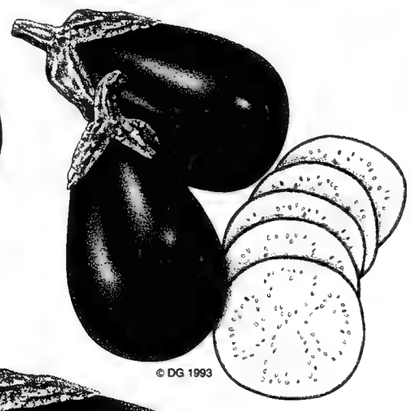
STUFFED PORK CHOPS
099F1093.TIF

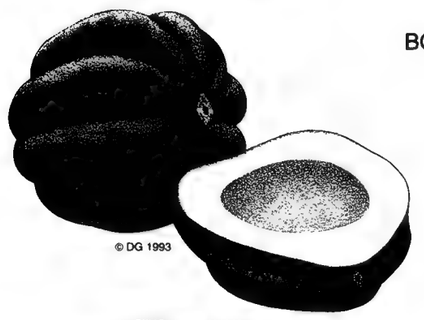
© DG 1993


© DG 1993

© DG 1993


© DG 1993

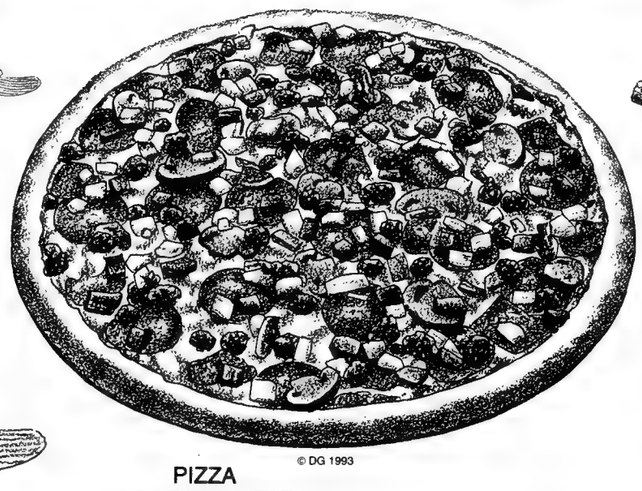

© DG 1993


© DG 1993

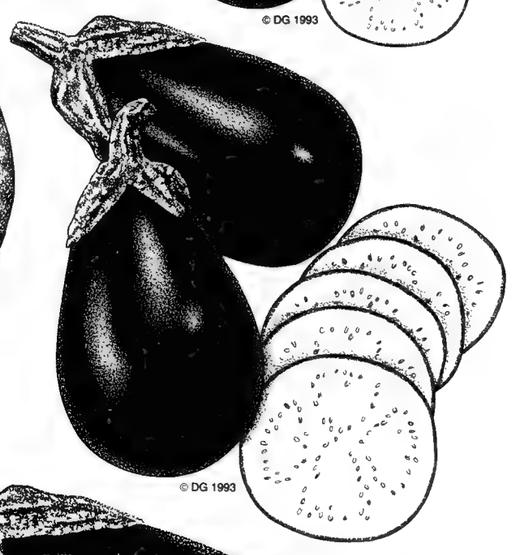
BOSTON CREAM PIE
093F1093.TIF

© DG 1993

© DG 1993


© DG 1993

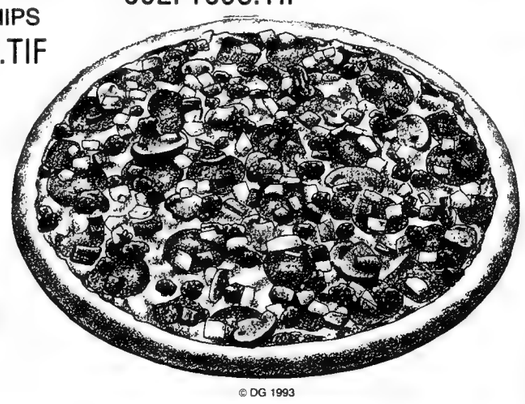
PIZZA
092F1093.TIF


© DG 1993

© DG 1993

POTATO CHIPS
094F1093.TIF

© DG 1993

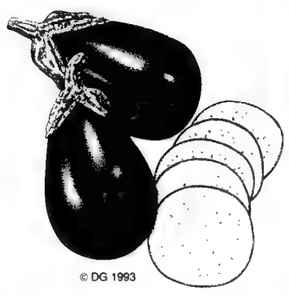

© DG 1993

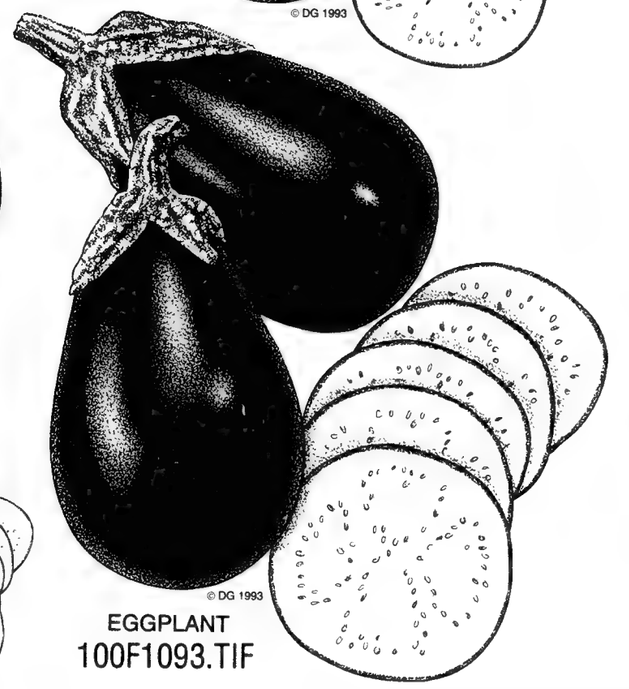
© DG 1993

ACORN SQUASH
097F1093.TIF

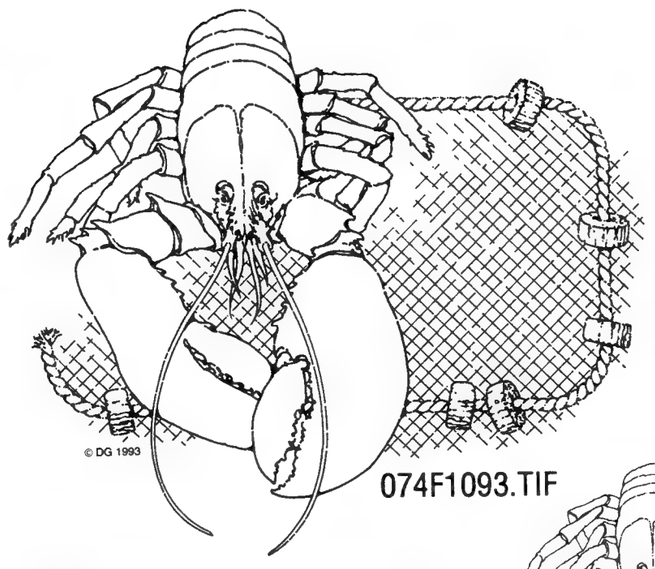
© DG 1993

© DG 1993

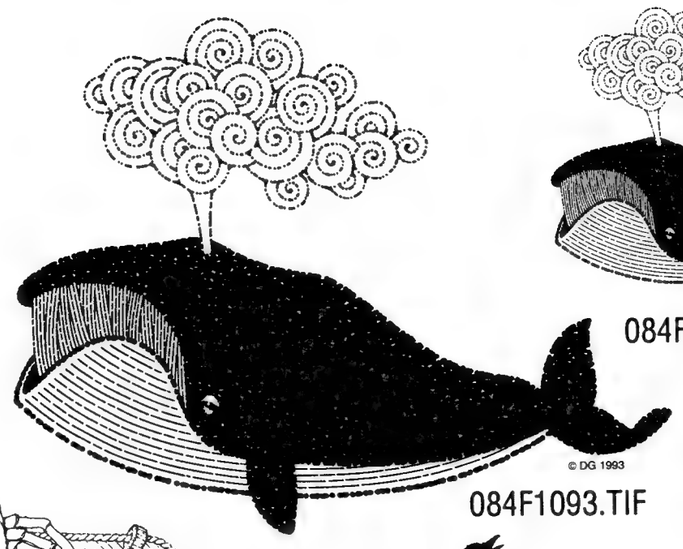

© DG 1993


© DG 1993

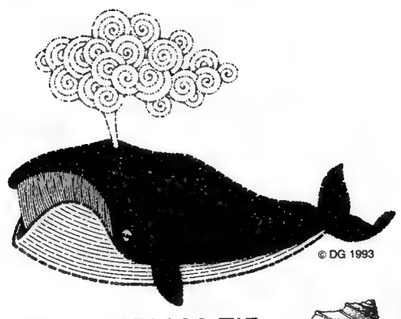
EGGPLANT
100F1093.TIF



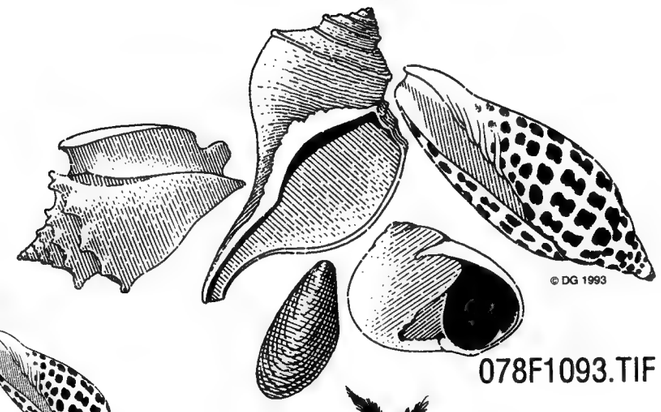
074F1093.TIF



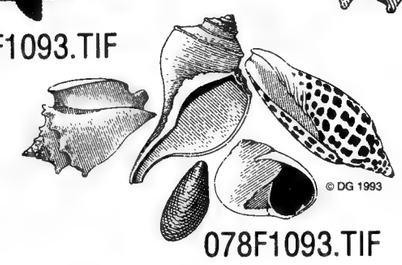
084F1093.TIF



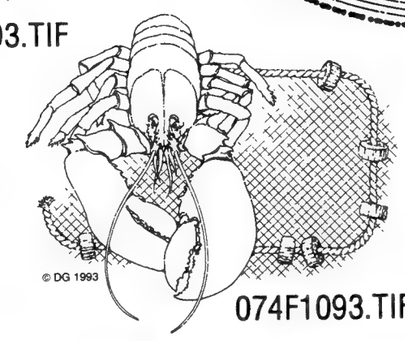
084F1093.TIF



078F1093.TIF



078F1093.TIF



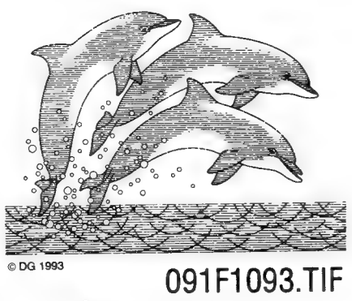
074F1093.TIF

076F1093.TIF

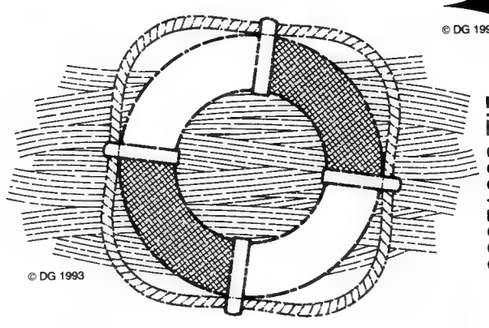
076F1093.TIF

089F1093.TIF

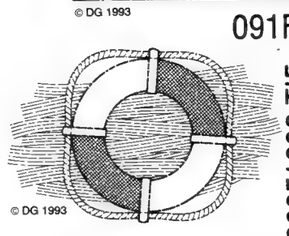
075F1093.TIF



091F1093.TIF

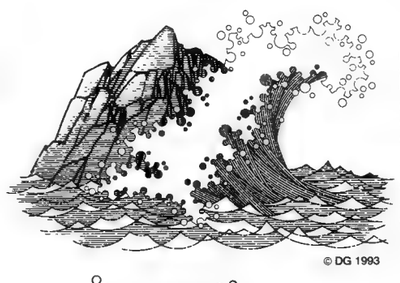


080F1093.TIF

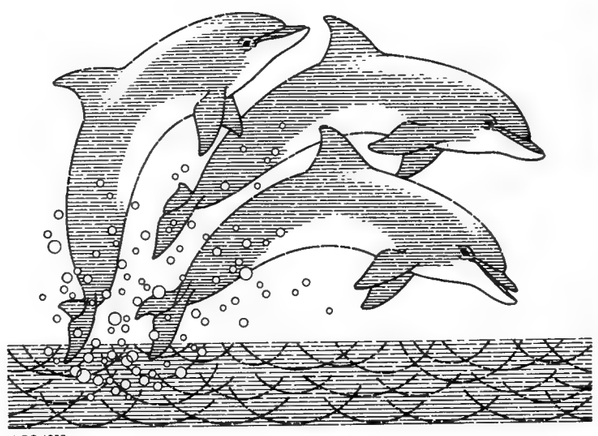


080F1093.TIF

075F1093.TIF

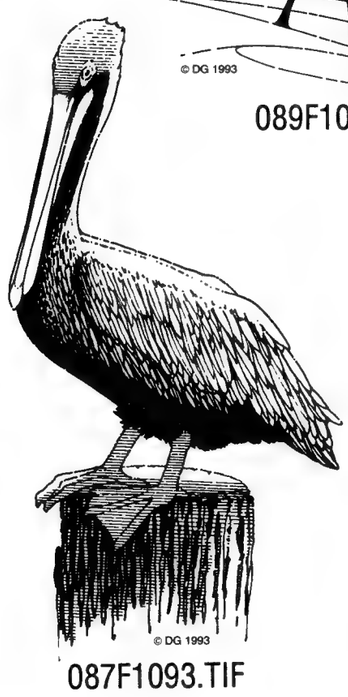


090F1093.TIF



091F1093.TIF

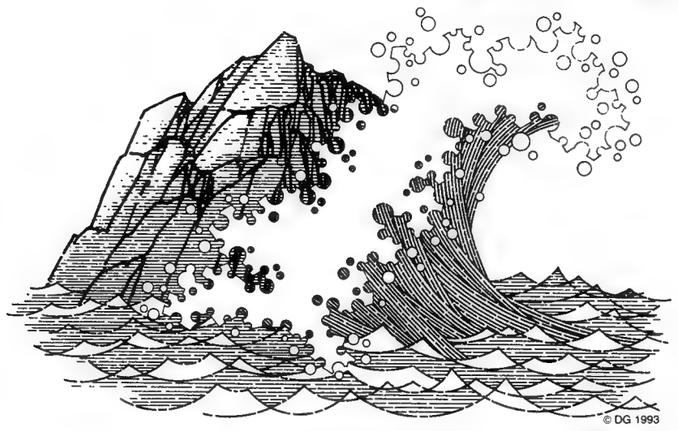
087F1093.TIF



087F1093.TIF

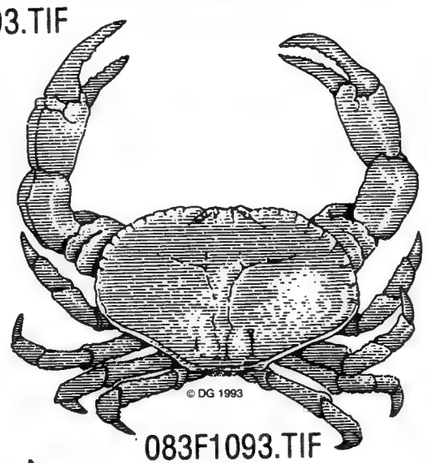
089F1093.TIF

077F1093.TIF



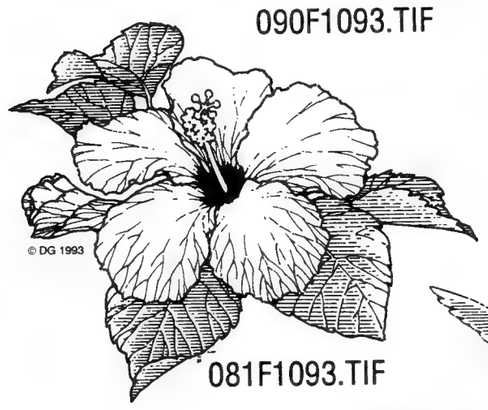
090F1093.TIF

083F1093.TIF

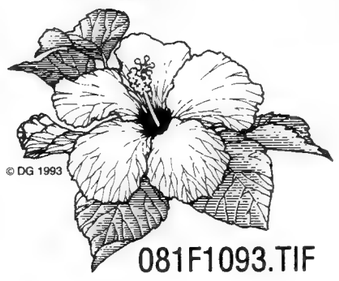


083F1093.TIF

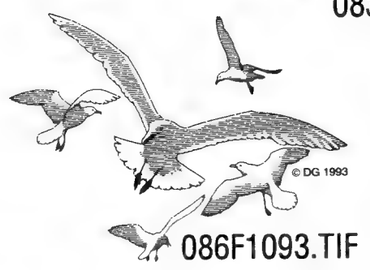
085F1093.TIF



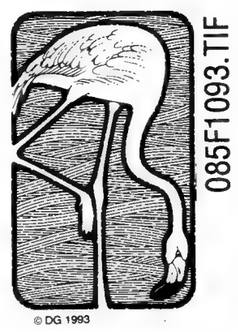
081F1093.TIF



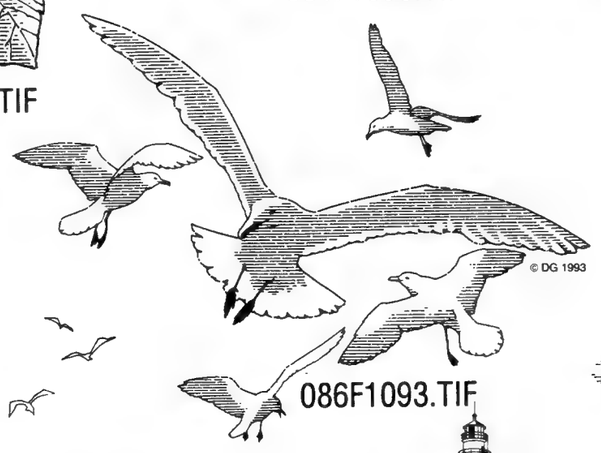
081F1093.TIF



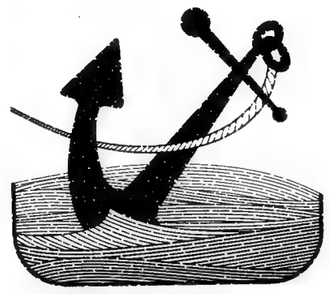
086F1093.TIF



085F1093.TIF

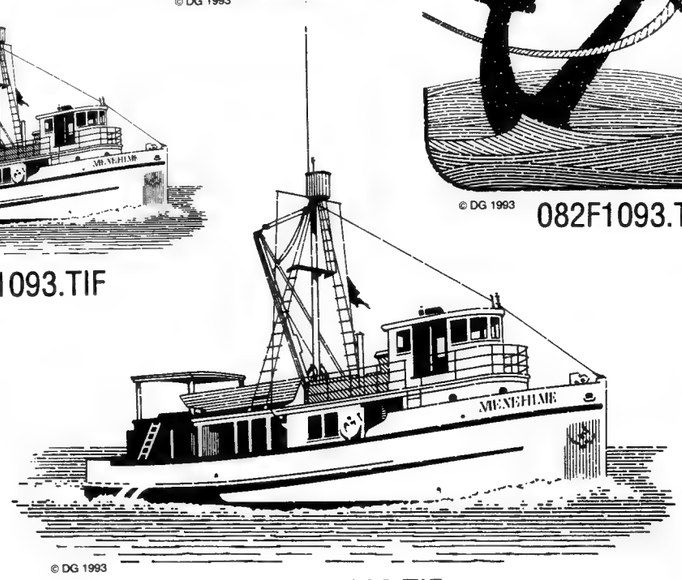


086F1093.TIF

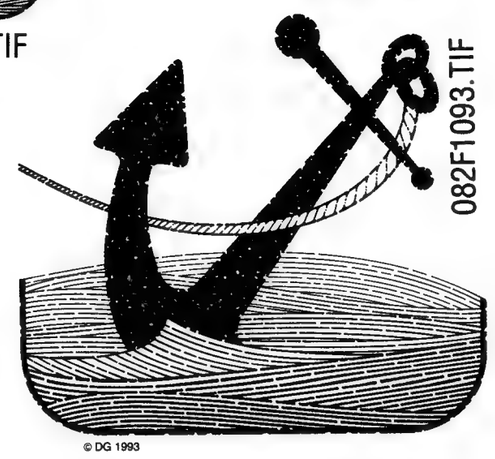


082F1093.TIF

079F1093.TIF



079F1093.TIF



082F1093.TIF

088F1093.TIF

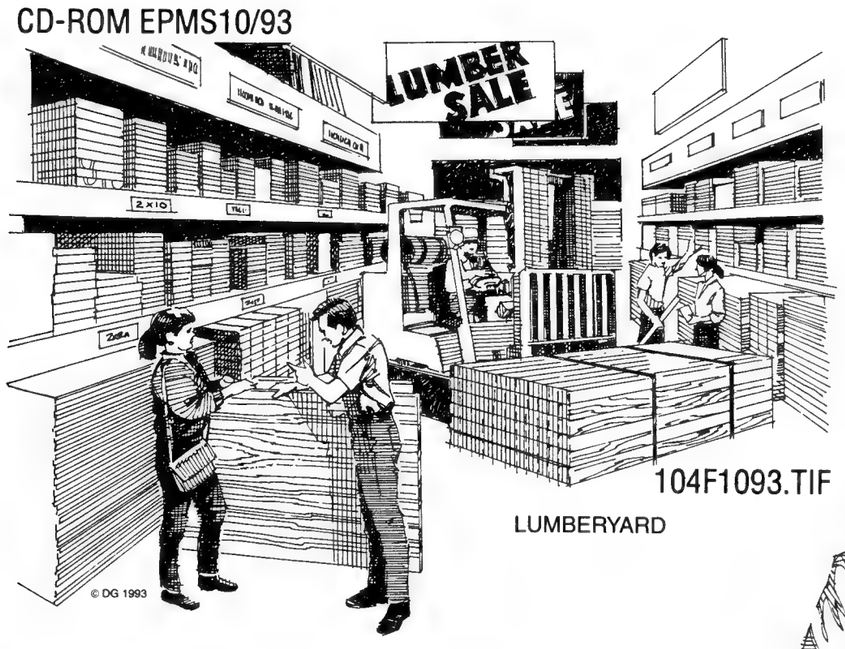
088F1093.TIF

Note: Numbers identify images for Electronic PMS subscribers.

CD-ROM EPMS10/93

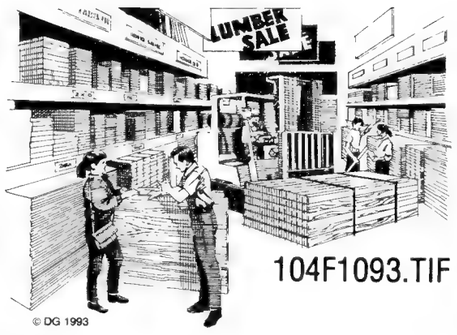
BUSINESS & COMMERCE

An ongoing series depicting the workings of the business and professional community. If you have the need for a specific business or commerce illustration, please contact us. We appreciate your suggestions!

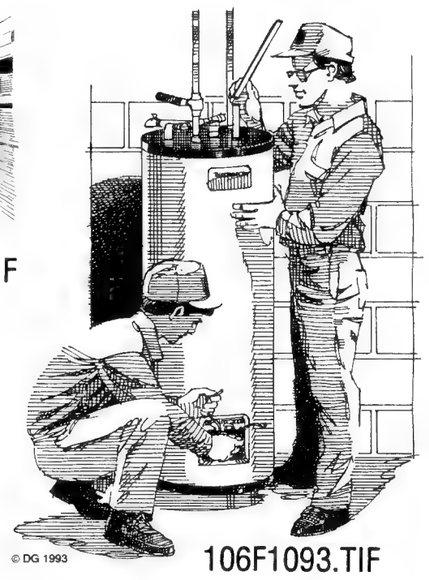


104F1093.TIF

LUMBERYARD

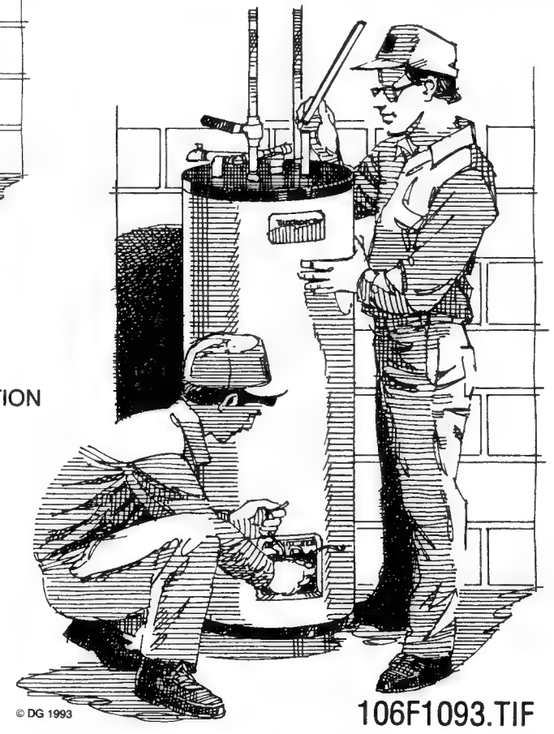


104F1093.TIF



106F1093.TIF

WATER HEATER INSTALLATION

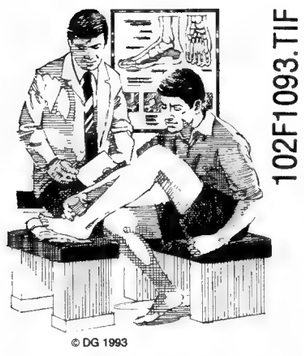


106F1093.TIF

104F1093.TIF

102F1093.TIF

PODIATRIST



102F1093.TIF

159F1093.TIF

102F1093.TIF

101F1093.TIF

LANDSCAPERS LAYING SOD

103F1093.TIF

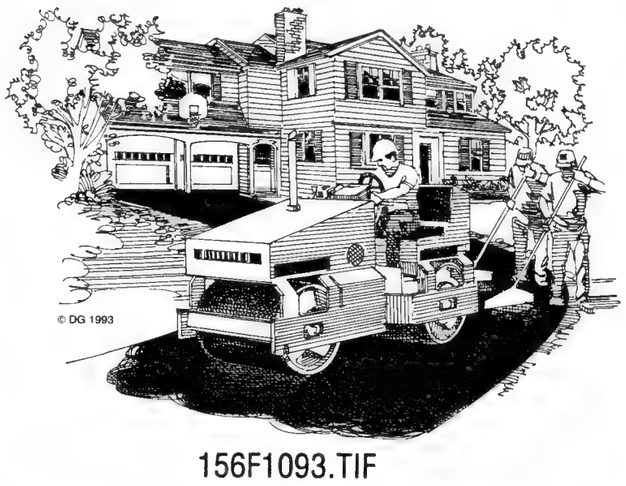
107F1093.TIF

105F1093.TIF

105F1093.TIF

103F1093.TIF

FLEA MARKET



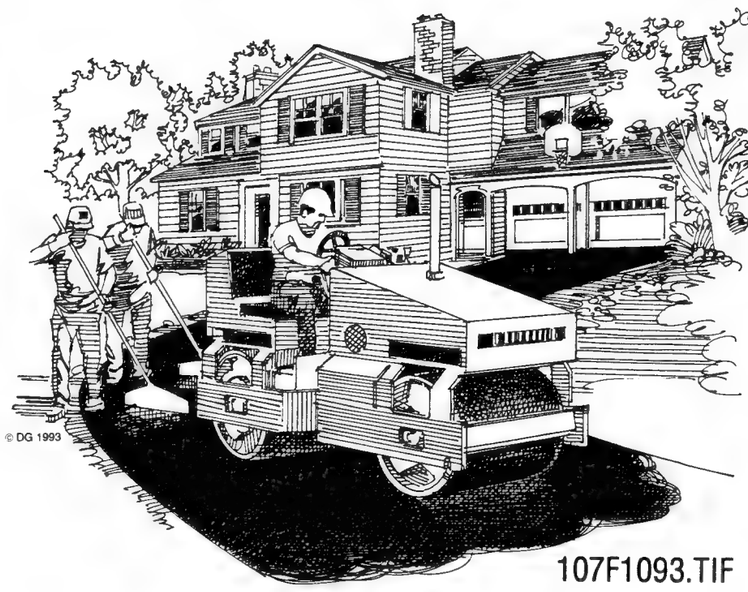
156F1093.TIF

101F1093.TIF

105F1093.TIF

DELI

103F1093.TIF



107F1093.TIF

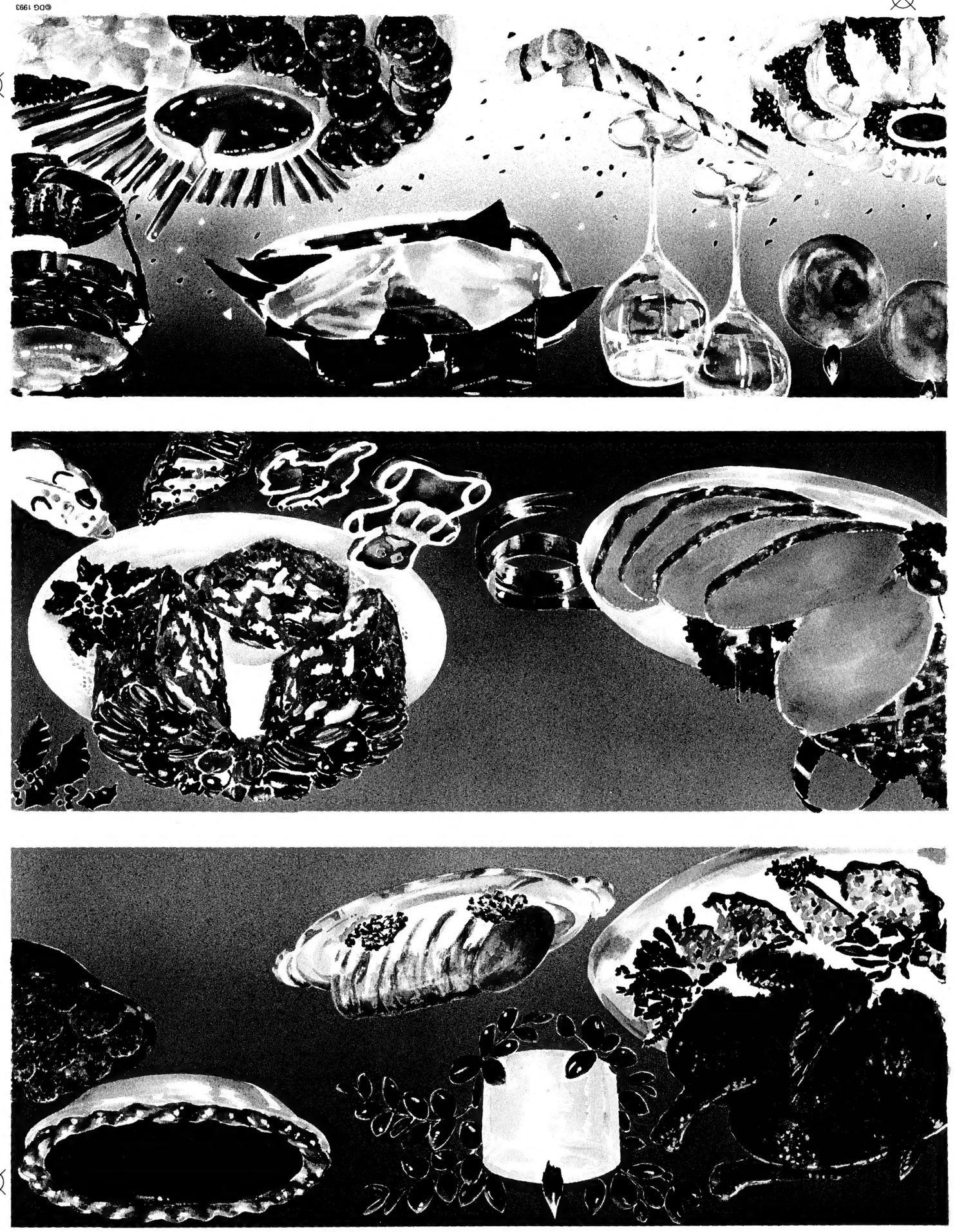
ASPHALT DRIVE INSTALLATION

Note: Numbers identify images for Electronic PMS subscribers.

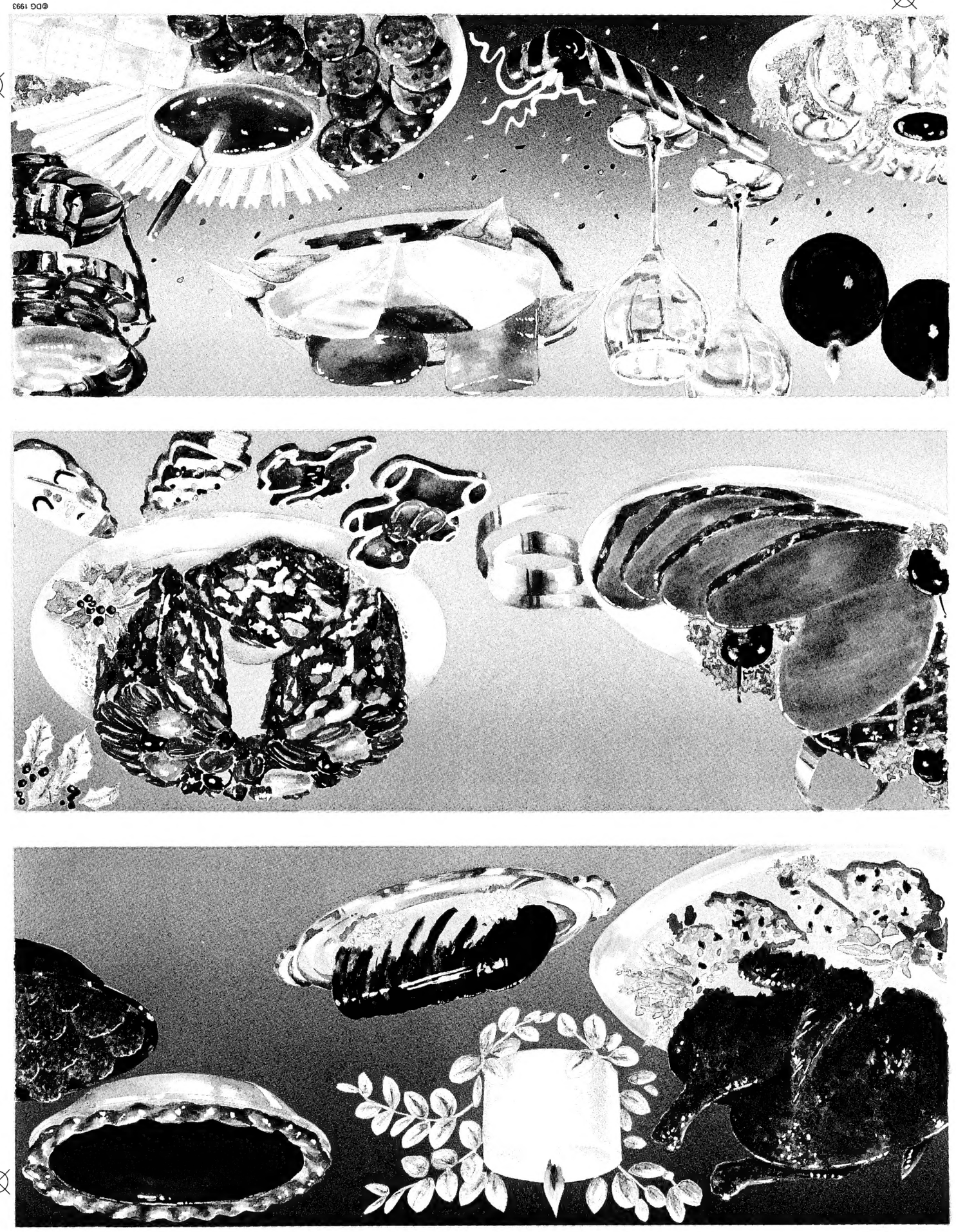
Shown below is the full color proof of the color separations appearing on pages 27 and 28.

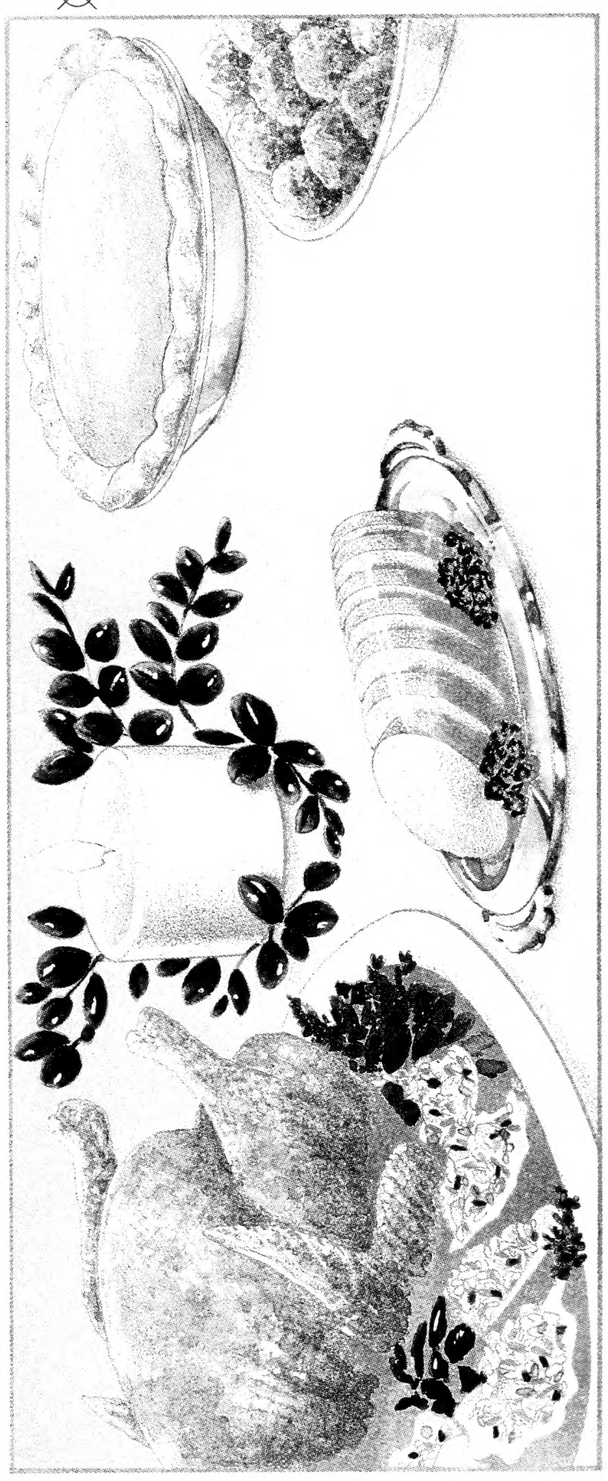
Note: Numbers identify images for Electronic PMS subscribers.

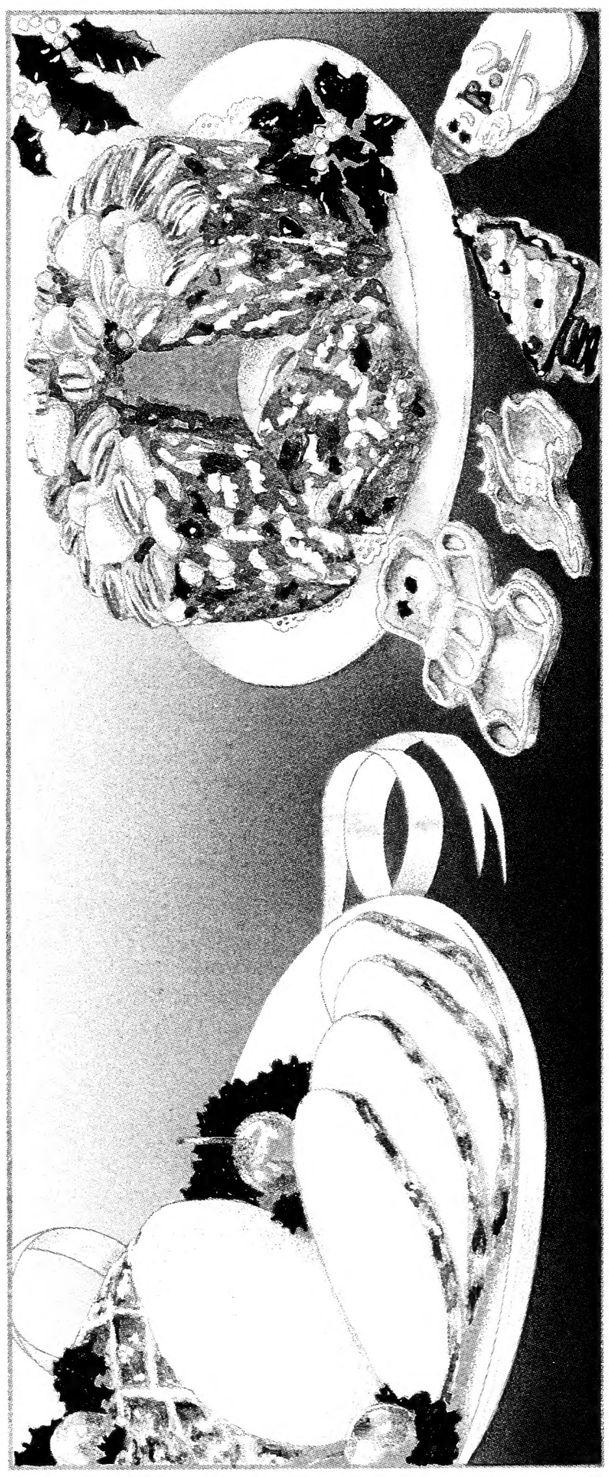
• YELLOW PLATE

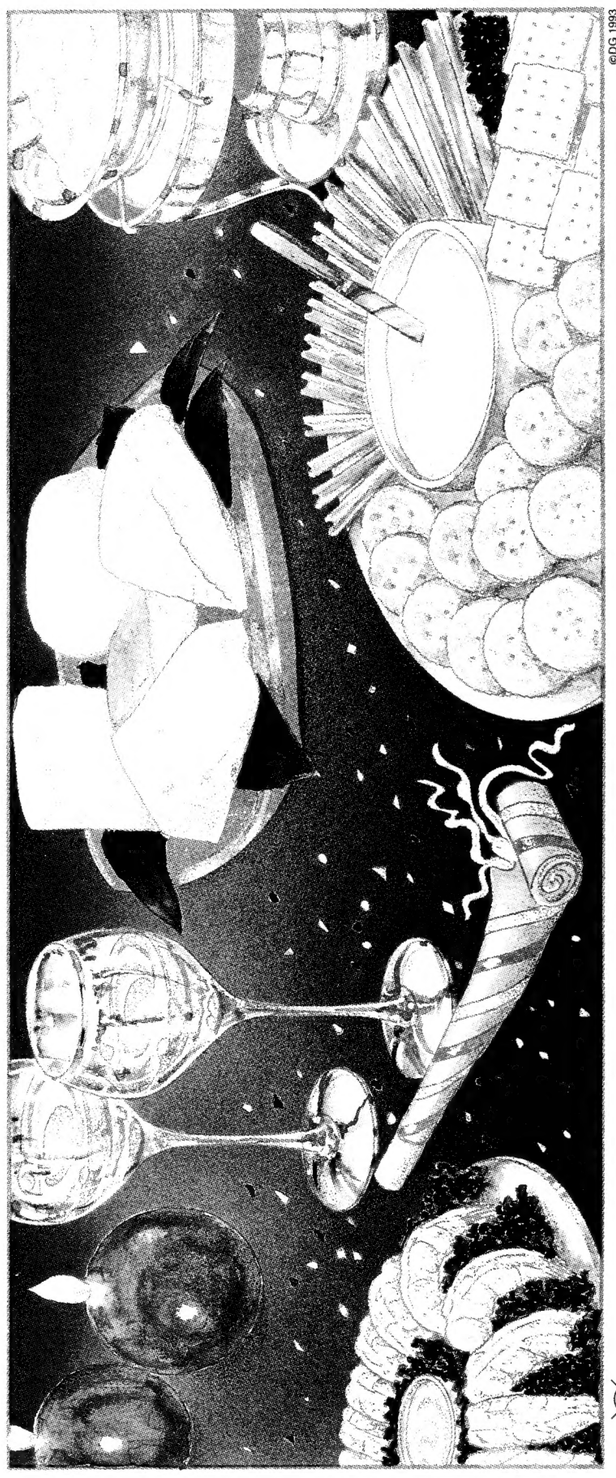


• RED PLATE





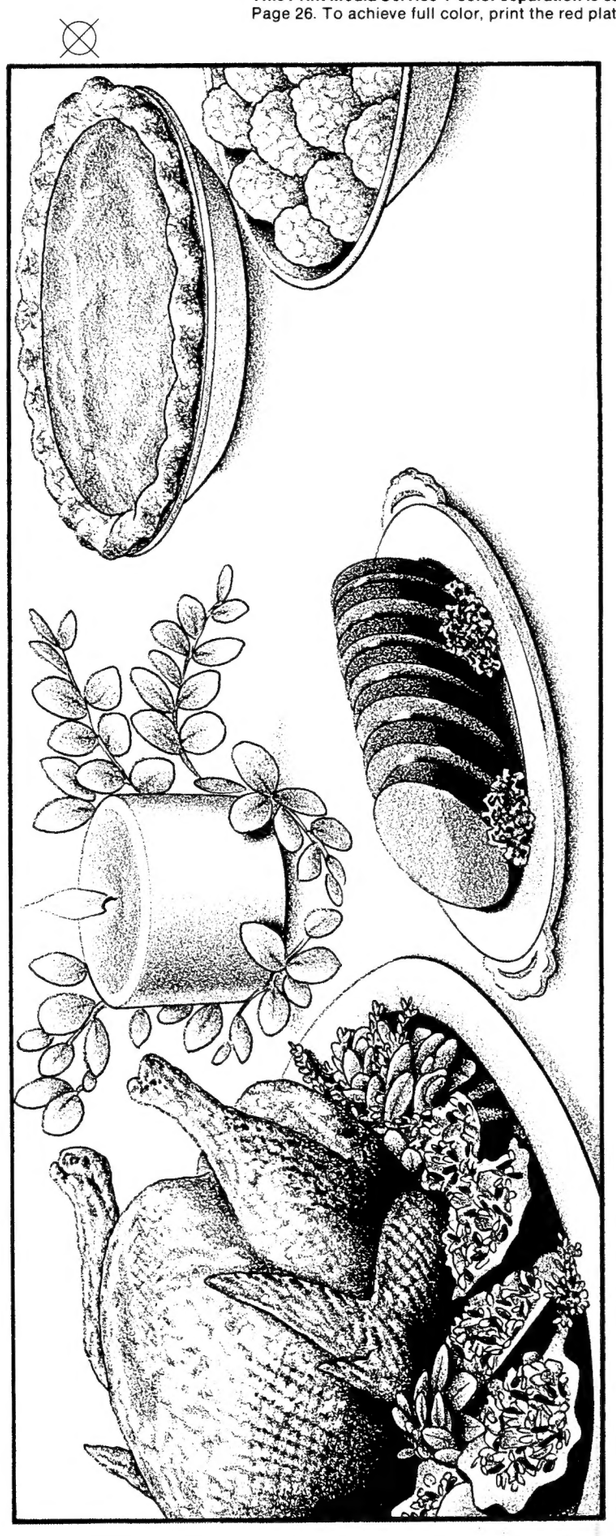


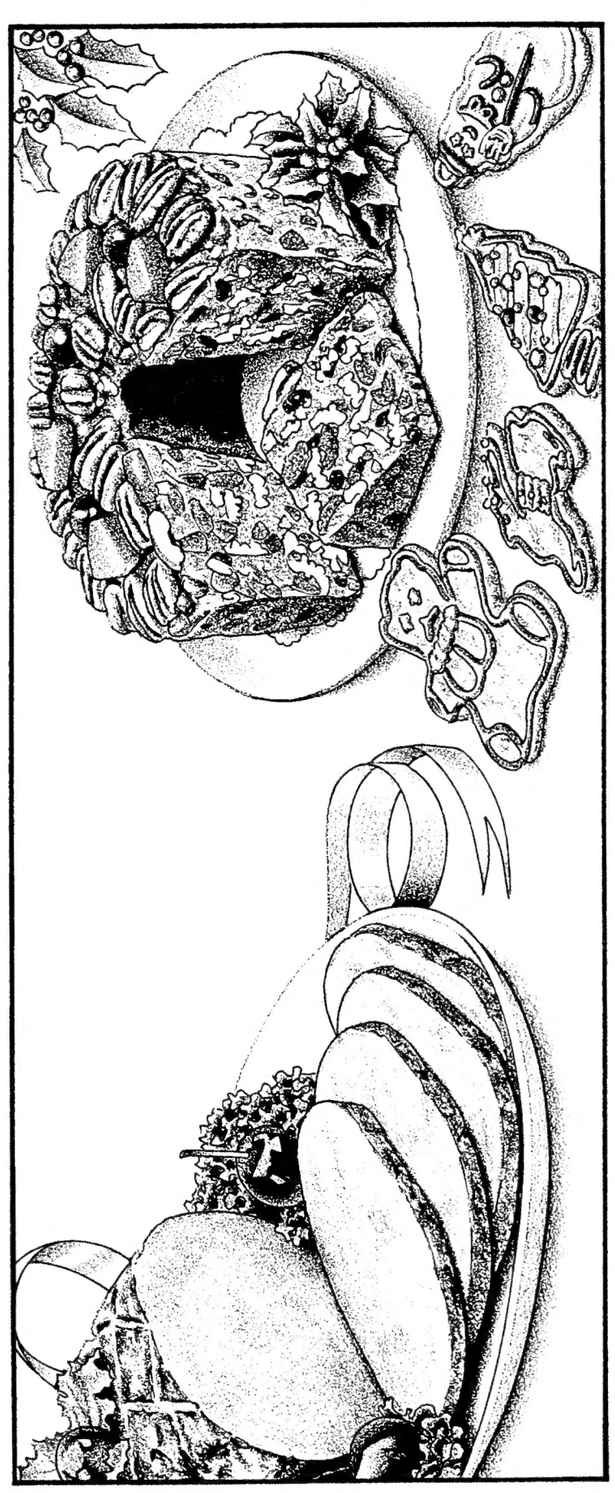


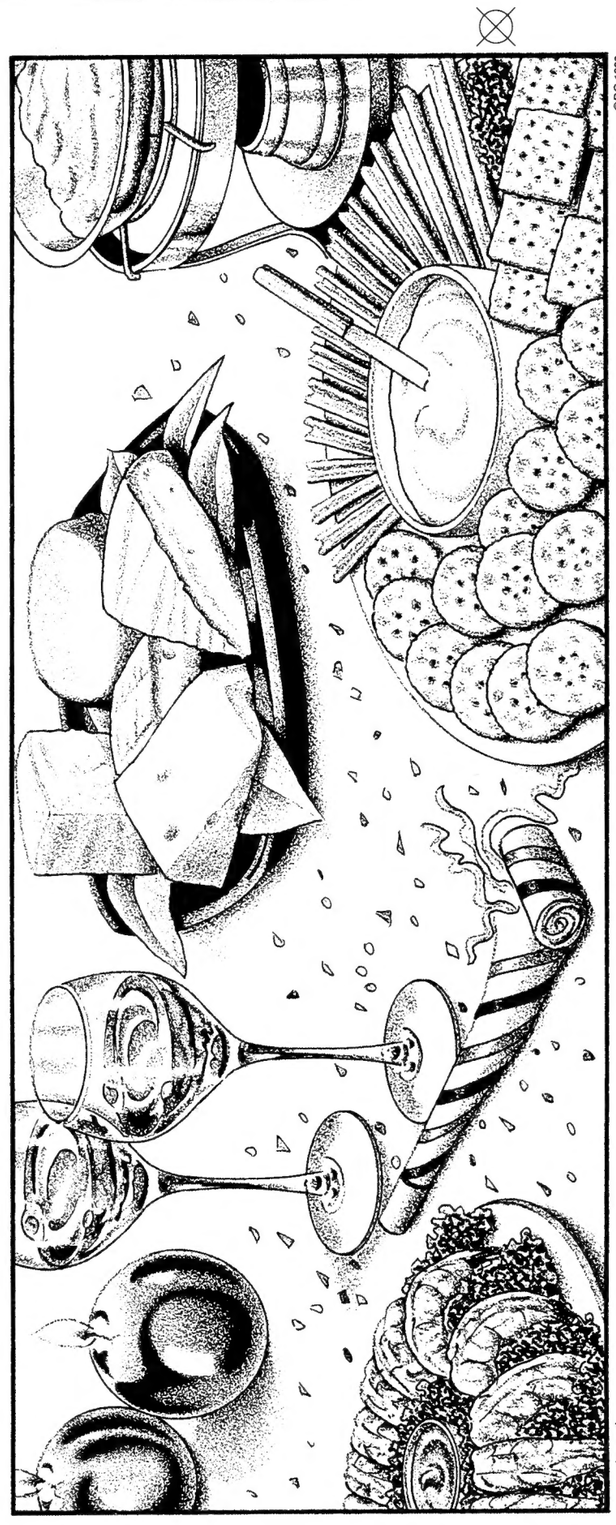
©DG 1993

• BLUE PLATE

This Print Media Service 4-color separation is camera ready. Full-color proof is shown on Page 26. To achieve full color, print the red plate in process magenta, the yellow plate in process yellow, the blue plate in process cyan, and the black plate in black. All printers are separated in 85-line screen.







©DG 1993

• BLACK PLATE

• •POCKET $25.00• •

Send us the projects you've designed using *PMS* art and pocket $25.00 each time your entry is selected as a winner in the *Print Media Service* Case History contest! New winners are chosen every month (based on originality, creativity, and quality) for publication in *Tearsheet* magazine. Monthly winners also receive a hand-lettered award certificate. Enter as often as you wish. No limit to the number of entries per person. No deadlines. No entry fees. Use the coupons below and enter now.

RULES:

1. You must be a current *PMS* subscriber and your entry must include some *PMS* art.

2. Use the coupons below to enter as often as you wish. Please attach one to each entry and fill them out completely. Include comments explaining techniques, purpose, and other relevant information.

3. Please do not use staples or fold your entry. We also ask that newspaper entries not be mounted.

MAIL TO: *PMS* Case History Contest,
Dynamic Graphics, Inc.
6000 N. Forest Park Drive,
Peoria, IL 61614

NAME .....

TITLE .....

COMPANY NAME .....

STREET ADDRESS .....

CITY ..... STATE ..... ZIP .....

PHONE (.....) .....

PMS ART FROM ..... (MONTH) ..... (YEAR) ..... (PAGE NO.)

REMARKS .....

.....

.....

Signed .....

I understand that my entry and comments become the property of Dynamic Graphics, Inc. Use may include but is not limited to publication in *Tearsheet* magazine and other promotional material.

NAME .....

TITLE .....

COMPANY NAME .....

STREET ADDRESS .....

CITY ..... STATE ..... ZIP .....

PHONE (.....) .....

PMS ART FROM ..... (MONTH) ..... (YEAR) ..... (PAGE NO.)

REMARKS .....

.....

.....

Signed .....

I understand that my entry and comments become the property of Dynamic Graphics, Inc. Use may include but is not limited to publication in *Tearsheet* magazine and other promotional material.

NAME .....

TITLE .....

COMPANY NAME .....

STREET ADDRESS .....

CITY ..... STATE ..... ZIP .....

PHONE (.....) .....

PMS ART FROM ..... (MONTH) ..... (YEAR) ..... (PAGE NO.)

REMARKS .....

.....

.....

Signed .....

I understand that my entry and comments become the property of Dynamic Graphics, Inc. Use may include but is not limited to publication in *Tearsheet* magazine and other promotional material.

NAME .....

TITLE .....

COMPANY NAME .....

STREET ADDRESS .....

CITY ..... STATE ..... ZIP .....

PHONE (.....) .....

PMS ART FROM ..... (MONTH) ..... (YEAR) ..... (PAGE NO.)

REMARKS .....

.....

.....

Signed .....

I understand that my entry and comments become the property of Dynamic Graphics, Inc. Use may include but is not limited to publication in *Tearsheet* magazine and other promotional material.